

Reading and Remembrance 1812-2012: History Matters

Materials:

- TEN new lessons and TWENTY-SEVEN new Minutes
- Total of over 80 Minutes and 60 lessons in Archive and “Best of Reading and Remembrance” ready to go
- Minutes features for Women’s History Month, Black History Month and new in 2012 **Asian Heritage Month** and **Aboriginal Minutes**

Public Relations:

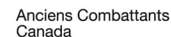
- Letters to all Directors of Education in Ontario
- Emails to previous participants
- YouTube presentations with over 500 views
- Press Releases for *Readingandremembrance 1812-2012: History Matters*, *Women’s History Month*, *Black History Month* and *Asian Heritage Month*
- Social media presence: Facebook, Twitter and LinkedIn
- OPG promotion locally and provincially thanks to Don Terry.

“...on top of having the release sent to provincial media, I also spoke with all my OPG counterparts across the province and encouraged them to share this wonderful opportunity with the educational contacts. I also spoke with reps of the four school boards in Durham Region and Clarington, Peterborough, Kawartha. They agreed and then confirmed they had issued the information to their principals and in some cases, teachers.

- PineRidge Arts Council newsletter, OHS newsletter
- Speaker at Pickering Rotary Club 2012-11-20
- Ontario Heritage Fairs “Reading and Remembrance Award” winners across province

Web Reach:

- National IODE www.iode.ca/REMEMBRANCE.aspx
- Queen’s University Library Teacher Resource Centre
www.library.queensu.ca/webtrc/category/new-resources/
- Durham West Arts Centre www.dvac.ca/programs.html
- Ontario Historical Society www.ontariohistoricalsociety.ca/en/



- PineRidge Arts Council www.pineridgearts.org/october.html & www.pineridgearts.org/november.html
- Angie Littlefield www.angielittlefield.com
- Yahoo Answers <http://74.6.239.84/search/srpcache?ei=UTF-8&p=yahoo+answers+readingandremembrance&rd=r1&fr=ush-mailn&u=http://cc.bingj.com/cache.aspx?q=yahoo+answers+readingandremembrance&d=4770605626693108&mkt=en-CA&setlang=en-CA&w=anLGOrrorJR5a-XUQ27PdAaVwNHVR3zU&icp=1&.intl=ca&sig=7sW5VW4T7uZmzgOnD1k0Bg-->

The website Reading and Remembrance has a first class pdf on this. [Aboriginal Canadians]. It's written up like a lesson plan and easy to read and understand. Some of Canada's most highly decorated soldiers were First Nations, along with the top snipers of the war. Corporal Francis Pegahmagabow, an Ojibwa, is still considered one of the top snipers ever. The contributions of First Nations soldiers are often overlooked in the history books, but they were extremely effective and brave soldiers."

Visitor Stats and Estimated Reach:

- Using the 5,681 unique visitors in 11 months as the basis for estimated reach leads to the following: If EACH visitor was responsible for 20 students or has 20 persons in his/her circle of influence, that's 113,620 persons reached up to Nov. 20, 2012
- Using the over 30,000 pages visited in 11 months as the basis for estimated reach leads to the following: 30,000 pages should translate into at least 15,000 downloads. At 20 students on average seeing each download, that's 300,000 students exposed to Reading and Remembrance materials

Considering that many teachers use materials from previous years, an estimate for 2012 Reading and Remembrance is somewhere between 100,000 to 300,000 young people reached.

