



WE DAY WEBCAST: YOUR GUIDE TO WATCHING WE DAY

An initiative of



FREE THE CHILDREN
children helping children through education



We Day: The Event

Started by Free The Children to celebrate the power of young people to create positive change, We Day is a one-of-a-kind event and part of the innovative, year-long We Schools in Action program. In 2011/2012, Free The Children brings We Day to Toronto, Vancouver, Waterloo, Montreal and, for the first time ever, Winnipeg.

This free event brings inspirational speeches and performances from global leaders and social activists, cultural icons and entertainers to youth across North America. They come together to discover their common passion, to celebrate their successes, to become aware of new challenges and to build lasting friendships. These student leaders return to their schools ready to take action on local and global issues all year long through the We Schools program.

Free The Children's We Day is the celebration, the inspiration and the vehicle for young people to change the world. We Day explores topics of peace, women's rights, the environment, overcoming obstacles, the life of an activist and more. Throughout the events in all five cities, speakers, panels and performers give youth an educational and engaging launching pad for a year of social change.

Check out clips from previous years at www.weday.com. Last year's lineup included such guests as:

- **Betty Williams**, Nobel Peace Prize laureate, author and activist
- **K'naan**, Canadian poet, rapper and musician
- **Martin Sheen**, Emmy Award and Golden Globe-winning actor and activist



We Day: The Webcast

The event isn't just for those in the crowd; thousands more participate by watching select We Days live online—and you can too! Everything you need to know about how to access the live webcast can be found in this guide.

Watching the webcast as a class, group or school is the perfect way to explore a variety of social justice issues and give students the chance to be part of the We Day spirit, no matter where in the world they are. You can share in the energy of We Day by bringing together hundreds of students in a cafeteria or gym, or create an engaging setting in a classroom, library or any space with an internet connection.

Being a part of We Day through the webcast allows groups to weave activities and discussions throughout the show to enhance the educational experience of the event. Students will hear in real time the stories of world leaders, inspiring figures and uplifting performers, and will be exposed to new ideas and issues in an engaging format designed just for them. Students in schools around the world will see that they are not alone in their dreams and efforts to make the world a better place.

We Day: The Lesson

Whether your students are attending the event or watching the webcast, there are many ways to get them excited about We Day and prepare them to get the most out of the day. Included in this guide are lessons and activities to create an interactive classroom experience that allow your students to engage in the event, igniting a desire to learn more about social issues and participate in the drive for change.

Get other teachers on board by sharing these resources, and encourage them to involve their students. There are even more free lessons online at www.freethechildren.com/getinvolved/educator.

How to watch online

On the day of the event, simply follow the link on weday.com to the live webcast.

- **Decide where to watch:**
 - » Larger spaces like the gym or cafeteria are great for energizing the whole school with keynote speeches and performances.
 - » Smaller spaces like classrooms or the library make it easy to hold discussions and get students engaged in the issues.
 - » **Tip:** Ask different teachers to facilitate different activities associated with the webcast.

- **You'll need:**
 - » a reliable hi-speed internet connection.
 - » an LCD projector or computer-to-television output adapter.
 - » for smaller venues such as your classroom, a small set of computer speakers.
 - » for larger venues such as your gymnasium, a PA system.

- **Troubleshooting*:**
 - » Ensure that your school does not have a firewall blocking computers from accessing streaming video from websites such as YouTube. If so, see about having it dropped temporarily so you can view the event—this may need to be done at the school board level.
 - » Your web browser must have the latest Flash plugin in order to view streaming video (download it at www.adobe.com).
 - » Ensure that your computer's monitor settings are changed once you plug in your LCD projector/TV to reflect the change in output device.

- **Free Plug-in download available*:**
 - » To enjoy an optimal webcast experience, download Microsoft Silverlight (available on www.muchmusic.com/weday) It only takes seconds to download and will ensure that you enjoy a safe, secure and more seamless online video experience.

- **The webcast will be full screen on computers, so you'll be sure to catch all the excitement!**

**Your school's tech representative will be able to help you locate these materials.*



We Day in the Classroom

Educate, engage and empower your students with these lessons and activities, designed to help youth get the most out of their We Day experience.

Before the Event

1. Knowledge of Free The Children: Class Discussion

- Before We Day, hold a class discussion to discover students' prior knowledge of the purpose and goals of the event. Discuss the work of Free The Children, We Schools in Action as well as students' personal involvement with the organization, their understanding of social issues and what they hope to gain from participating in the We Schools in Action program and We Day. Here are some possible questions, with all background information available at weday.com:
 - i. What is Free The Children? What is its mission locally? Globally?
 - ii. How has our school participated with Free The Children in the past?
 - iii. What is a local issue? Identify one that affects you.
 - iv. What is a global issue? Identify one that is important to you.
 - v. What is sustainability, and why is it important in breaking the cycle of poverty? What role does it play in Free The Children programming?
 - vi. What are the four pillars of the Adopt a Village program? Choose one of the four pillars, and discuss why this pillar is important in combatting poverty.
 - vii. What are the goals of We Day?
 - viii. What do you hope to gain from watching this event?
- Then, research and discuss the speakers in advance of the event. Ask students who they are most excited to see and why.
- With this background information, your students will be able to actively engage in the event, building on their prior knowledge and participating in the full We Day experience.

2. We Day Display

- Create anticipation in the days leading up to We Day by assembling a dynamic visual display on a bulletin board in your classroom or somewhere in your school. Encourage your students to take responsibility for adding to the board, keeping it interactive and interesting. The goal of the display is to highlight the different aspects of We Day, creating awareness and sparking interest.
- Ideas for the visual display:
 - i. Post newspaper clippings, internet articles and pictures about the event.
 - ii. Highlight different speakers and performers who are attending We Day.
 - iii. Include a countdown on the board.
 - iv. Create an interactive question and answer section, encouraging students to add to and maintain it.



During the Event

1. Follow along with the We Day live webcast!

- We want students to get as much out of the We Day experience as they can from within the classroom and come away motivated, just like live audience members, to take action and embrace a year-long initiative to create change. When tuning into the live webcast, encourage active participation among your students. Ask your students to think critically as they watch the event, writing down things that resonate with them or questions that they have.
- Suggested We Day discussion questions:
 - i. What do you notice about the way the speakers are delivering their messages?
 - ii. Select a speaker that interests you. Listen for: their background, their activist story, the cause they are fighting for, the progress they have made and their message for We Day.
 - iii. Listen for a quotation that inspired you. What was said? Who said it? What did their words mean to you?
 - iv. Create a list of the global issues addressed during the event.
 - v. Create a list of the local issues addressed during the event.
 - vi. What is asked of the audience throughout the event?

2. Interact with other schools watching the webcast

- Connect your school to a larger community of world-changers! See what other youth are saying by taking your class' discussions to We Day's Facebook page.

After the Event

1. Reflecting after We Day

- Following We Day it is important to not only keep students' passion alive, but to help them absorb what they have learned by reflecting on the day's events. Divide students into small groups and ask them to discuss the questions they were asked to think about during the event. Provide each group with chart paper and ask them to outline the main ideas that evolved out of their discussion. Then gather the class back together and ask each group to share the details of their discussions by presenting their chart paper. Finish with the below reflection questions.
- Reflection questions:
 - i. How did you feel after watching the event?
 - ii. Was there anything you learned that shocked you?
 - iii. Which global issues raised during the event did you identify with the most?
 - iv. Which local issue raised during the event did you identify with the most?
 - v. Who were your top three speakers? Why?
 - vi. If you had to describe We Day to someone who had not watched the webcast or been to the event, what would you tell them?
 - vii. What lessons did you learn?
 - viii. What messages will you carry on?
 - ix. Have you been inspired to take action? How will you do so?

2. Take Action: Independent Project

- Take the reflection stage even further and assign an independent project that encourages your students to take action. Have students pass their assignments in after completion for assessment.
- Reflection question:
 - i. Was there a cause mentioned at We Day that you feel passionate about? What actions are currently being taken to contribute to this cause? What can you do to make a difference? Write a reflection, outlining the details of the cause and the steps that you plan to take to make your own contribution.

Celebration

We Day is a day of celebration — a chance to recognize the power and potential of youth and their schools to change the world. When you watch the We Day webcast, you'll be experiencing the same inspiration and motivation that moves thousands of schools to take action in their local and global communities each year. Take a look at the amazing accomplishments of schools from the 2010-2011 We Schools program:

- Young trick-or-treaters collected 609,229 lbs of food with Halloween for Hunger, donating it all to local food banks to help fight hunger and poverty in their communities.
- On November 19, 2010, over 102,000 people took the Vow of Silence to raise awareness of children's rights worldwide. Together they were silent for 932,164 hours, which, hour on hour, equals 82 years without a voice.
- Youth across Canada raised over \$2 million for local causes and \$3.4 million for global causes, totaling \$5.5 million that went towards organizations working to improve our communities and our world.

Get Involved

These accomplishments are the result of the actions taken by schools in Free The Children's We Schools in Action program. The We Schools program inspires a generation to care about social justice and provides the practical tools needed to turn that inspiration into action. The program carries the energy and message of We Day throughout the year, and puts students at the forefront of active global citizenship by educating them on social issues and engaging them in world-changing action. Whether your school attends We Day or watches the webcast, you can take action through the We Schools program.

There are many benefits to this program for your students and school, including:

- Access to free, interactive resources to bring social issues into the classroom.
- A chance to network with other educators interested in engaging students in active global citizenship.
- Opportunities for students to take action through fun, dynamic and results-oriented campaigns.
- Avenues for students to raise their voices on issues that matter to them.

If your school is not already involved, you can still join the We Schools program for 2011-2012. Contact us at weschools@freethechildren.com to learn how to bring this incredible year of action and free classroom resources to your school today.

Three great ways to get started now include:

1. "Like" We Day on Facebook to get up-to-the minute news and opportunities and to connect with the We Day network.
2. Visit www.weday.com to download free classroom resources.
3. Sign up to participate in a Free The Children campaign.



Bring Inspiration to Your Classroom

Youth coming together to lead global change is the movement of our time. Free The Children's We Day is the manifestation of that movement for a generation of youth.

We Day's free live webcast brings world-renowned celebrities, speakers and musicians straight to you, and our webcast guide has everything you need to get the most out of the event, including classroom activities about the issues, tips for planning and technical details. Find out more about We Day at weday.com.

Go to www.muchmusic.com/weday on October 13 to watch. The show starts at **9:15 AM PT** and features the following speakers and performers.



- **Craig and Marc Kielburger**, co-founders of Free The Children and international children's rights activists
- **FRESHH**, the 2011 Canadian National Hip Hop Champions & Hip Hop International Grand Finalists
- **Down With Webster**, JUNO Award nominated, MMVA winning Canadian band
- **Hedley**, Multi-platinum, JUNO and MMVA Award-winning recording artists
- **Jessi Cruickshank**, television personality
- **Jesse Giddings**, from MuchMusic
- **Liz Murray**, inspirational speaker best known as having been homeless in her youth and graduating from Harvard
- **Mia Farrow**, Award winning actress and activist
- **Mikhail Gorbachev**, Former Soviet President and Nobel Peace Laureate
- **Shaquille O'Neal**, NBA All-Star
- **Shawn Desman**, platinum selling, JUNO Award winning Canadian pop icon and producer

Share Your Thoughts About the Webcast



facebook.com/weday



[@freethechildren](https://twitter.com/freethechildren)

Get Involved

Use the inspiration of We Day to take action and create positive change in your community and the world. You can participate in one of Free The Children's upcoming campaigns, like the Vow of Silence or support drought relief in East Africa. For free resources and classroom materials, advice and support from the youth programming team, please e-mail weschools@freethechildren.com.