

WEBSITES FOR MAY 2008

BUSINESS

AdCouncil

www.adcouncil.org

As stated in its site, the AdCouncil is a private, non-profit organization that marshals talent from advertising and communications industries to deliver critical messages to the American public. Since 1942 the council has produced and distributed thousands of public service campaigns for non-profit organizations and government agencies in social issues such as improving the quality of life for children, preventative health, education, community well-being, environmental preservation and strengthening families. Categories are Community, Education and Health and Safety. There is a pull-down menu of subtopics for each of these. Within Health and Safety are autism awareness, childhood asthma, cyberbullying, mens preventative health, nutrition education, stroke awareness and many others. The site is also viewable in Spanish.

EDUCATION

Teachers (Library of Congress)

www.loc.gov/teachers

By utilizing the resources of the collection of the Library of Congress, Teachers website has over 10 million online primary resources for teachers, families, kids, publishers, librarians and researchers. Among the numerous links is The Learning Page which has teacher-developed lesson plans using primary sources in the classroom for grades 4-12. Other resources cover poetry, the American Folklife Center and a veterans history project.

HUMANITIES

Vanderbilt Television News Archive

<http://tvnews.vanderbilt.edu>

This archive is a free site (registration only is required) of news broadcasts since 1968 to the present for ABC, CBS and NBC and 1995 to the present for CNN. Fox News' coverage starts in 2004 and continues through the present. More than 850,000 news stories are available. It is the only site in the world that has such an archive. There are also 9,000 hours of special programs that cover presidential speeches, political conventions, elections, Watergate hearings, the Persian Gulf War and September 11, 2001.

NATURAL SCIENCES AND MATHEMATICS

Astronomy Online

<http://astronomyonline.org>

This site is a wonderful introduction for science students and amateur astronomers. It has been nominated for an award and is the design of Ricky Leon Murphy who is legally

blind. The site's sections cover areas such as cosmology, astrobiology, stars, solar system and astrophotography. Definitions are provided for terms. There are many links to related subjects that include space weather, Hubble news release, associations and current trends in astronomy. As one would guess, the images are stunning.

SOCIAL SCIENCES

Annenberg Public Policy Center

www.annenbergpublicpolicycenter.org

The Annenberg School for Communication at the University of Pennsylvania is the home of its Public Policy Center. The APPC was established in 1993 to give access to expert analysis of its research in political communications, information and society, media and the developing child, health communication and adolescent risk. Media and the Developing Child examines the impact of television on the life of the developing child, the educational content of children's television programming, and the link between childhood obesity and television viewing. Each of the Research Areas is headed by Directors with PhDs who have extensive backgrounds in their fields. This site also has links to its library, press releases, news archives, blogs and RSS feeds and additional Annenberg websites.