



March 7, 2011

To Whom It May Concern:

**RE: Teacher Support for *Solutions for Peace: Student PSA Series***

It is with great pleasure that I write this letter of support for Mr. David Zucker and his production of youth-generated public service announcements using multimedia. My name is Benjamin Kay, and I instruct Marine Biology at Santa Monica High School and Santa Monica College. I also coach Team Marine, a multi-award winning environmental science eco-action group of teens dedicated to raising awareness about sustainable solutions to our global climate, ocean acidification, and plastic pollution crises. I have known Mr. Zucker for two years, during which I have attended and had students participate in several of his PSA-video series events in the community. Mr. Zucker has been the catalyst behind the production of dozens of youth-focused events, from presenting in classrooms and inspiring students' creative expression about their cause to networking with local NGOs and the City of Santa Monica to co-sponsor activities.

Mr. Zucker's work in presenting opportunities for youth to spread awareness through creative multimedia, especially through short PSA videos, has many benefits. Students gain technical skills with computers learning the latest video software, they actively engage in research about their topic, they make real-life connections to classroom curriculum, they bolster critical thinking skills and ingenuity, they spread awareness about the problems of and solutions to various social and environmental issues in today's world, and they inspire others in attendance or who view their videos online to affect positive change in their communities.

My students and I greatly appreciate and admire Mr. Zucker's unwavering commitment to giving youth a voice, and enthusiastically endorse his informal educational programs.

Sincerely,

*Benjamin Kay*

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Mr. Zucker,

I would like to thank you for your in class presentation to my Government and Economics courses concerning the Solutions for Peace Student PSA series. Given as an extra credit project, I was please to see an enthusiastic response by my students in constructing their own PSA spots. Approximately 15 students participated in creating PSA's video. In speaking to them, they all said it was a fun and worthwhile experience. Many of them felt they were giving back to the community and were doing a worthwhile good.

In short, thanks again for initiating this project to my classes.

Sincerely,

Jaime Jimenez  
Instructor  
Santa Monica High School