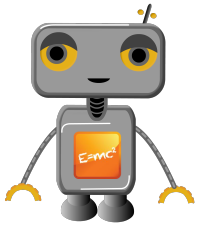
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Why Math? 101

What is Why Math?

Why Math? is a dynamic fast-paced video podcast series with the goal of inspiring students to continue their acamenic pursuit of Mathematics. Each episode is five minutes in length and will take one to two hours to film, depending on the number of locations.

Why Math? will not be your average talking head interview featuring an expert. Rather, it will showcase experts in their element—in the field and not in the office. Students will experience the exciting careers that utilize math daily, while learning how these jobs influence society and the environment at large.

Who will benefit from Why Math?

Teachers. Students. Ontario. Canada.

Why Math? will be used by teachers as an 'edutaining' curriculum complement. This series will meet the curriculum goal of relating math to a broader environmental and social context.

Students will be provided with exposure to possible career opportunites. They will also receive instruction on how to take advantage of these opportunities so that they can thrive in the knowledge economies of the future.

Society will benefit as a whole because math literacy is an essential skill that will enable young Canadians to actively contribute to the Canadian ecomony. With these skills our future workforce will ensure Canada remains innovative.

Why should you participate in the Why Math? video podcast series?

Inspiring students to leave their career options open by taking math can be made possible by engaging experts, like yourself. By sharing your 'story' including how you got to where you are today, you can provide tangible examples and direction for today's youth.

How do I participate?

To join the Virtual Researcher On Call team and participate in an episode of *Why Math?* please contact Zoe Letwin, Podcast Producer at 519-433-7866 ext. 21 or zletwin@pirweb.org.

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