

Form Your Own Informed Opinions

Breaking News! Kids Opinions Count

This is How it all Began ...

It was a typical day for Kim and Scott Campbell ... until their dog Max pooped out a diamond — the media finds out — and all H E double hockey sticks breaks loose. Scott and Kim, with the help of their best friends, Amy and Alex — set the media straight and end up uncovering a corporate conspiracy with global consequences. Every action has a reaction. Things will never be the same.

Who Knows How it will End ...

Under the cover of mystery, action, adventure, humour ... edutainment ...

***Kids Opinions Count* tackles hot topics and issues**

The Kids Opinions Count Series is loaded with good topics for school projects. We've made it easy for you to get started. We'll give you a topic or issue and where to find the excerpts from the book where it's dealt with. Sometimes we make you figure out the issue yourself by giving you a clue and pointing you in the right direction. All you need to do is read the excerpt — think a bit and then hit the library and the internet and do some research.

**Think, Form Your Own Informed Opinions
and Make Your Informed Opinions Count**

MAKS

Book One – Diamond in the Ruff

Book Two – Playing with Fire

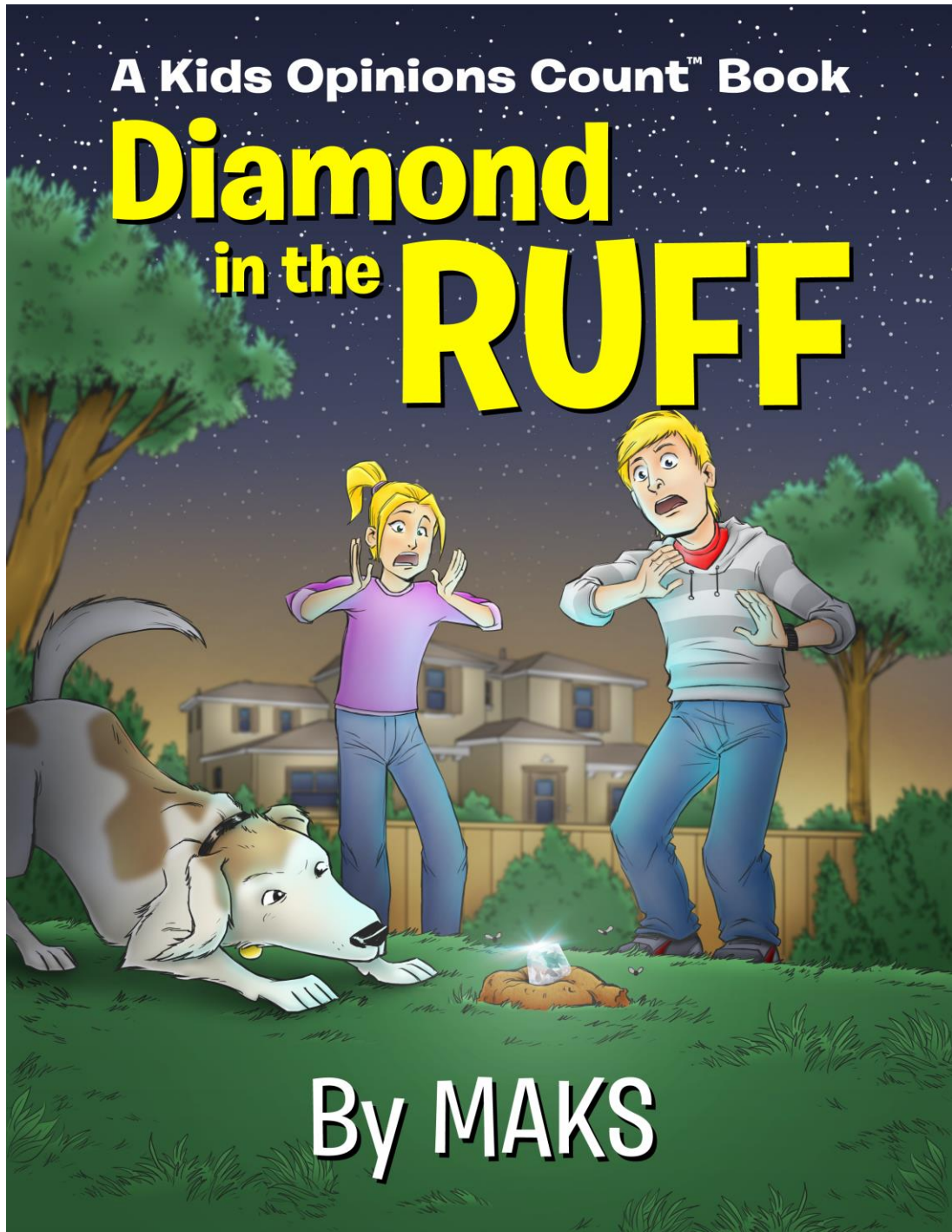
Book Three – Stupid Cupid

Book Four – What's the Skinny

Book Five – What Goes Around

Book Seven – The Eyes Have It

Book One – Diamond in the Ruff



In *Diamond in the Ruff*, Scott and Kim discover a diamond which brings the Campbells unwanted media attention, resulting in danger to the family. The Kids learn about the power of the media.

Max the Campbell family dog, ingests and later excretes a large crystal. Tapping into Internet resources, Scott and Kim determine that the crystal is a diamond. Internet

media spies turn an innocent inquiry into a global news story that is more fiction than fact. Based on the misinformation, LeHops, the world's diamond consortium, threatens to gain control of the Campbell's diamond mine. The problem is, the mine was only a figment of the media's imagination.

The Campbells decide to take action. Scott and Kim research the diamond industry and find out that LeHops uses whale oil in their mining process and whale meat in their Hoppy Pet Food. The kids determine that the diamond was in a can of dog food.

By using the Internet, Scott and Kim manipulate the news hungry media to their advantage a deal a deadly public opinion blow to LeHops and their pet food subsidiary. The threat from LeHops is eliminated and the kids are empowered. But what should they do with the diamond?

Topic/Issue One

First Impressions – better take another look

We judge people and form opinions based on appearances and not facts. Don't rush to judgement.

Chapter Four – Mr. Klein – Who is he really?

Topic/Issue Two

Internet Spies and Marketeers – Watch what you type

The spies identify your interests and then sell the information to the corporations who want to sell you something based on those interests.

Chapter Seven

Topic/Issue Three

Initial Public Offering – What's an IPO?

One way that Companies raise money

Chapter Seven

Topic/Issue Four

Diamonds – Sparkle and Shine

What is really behind the diamond's popularity and industry?

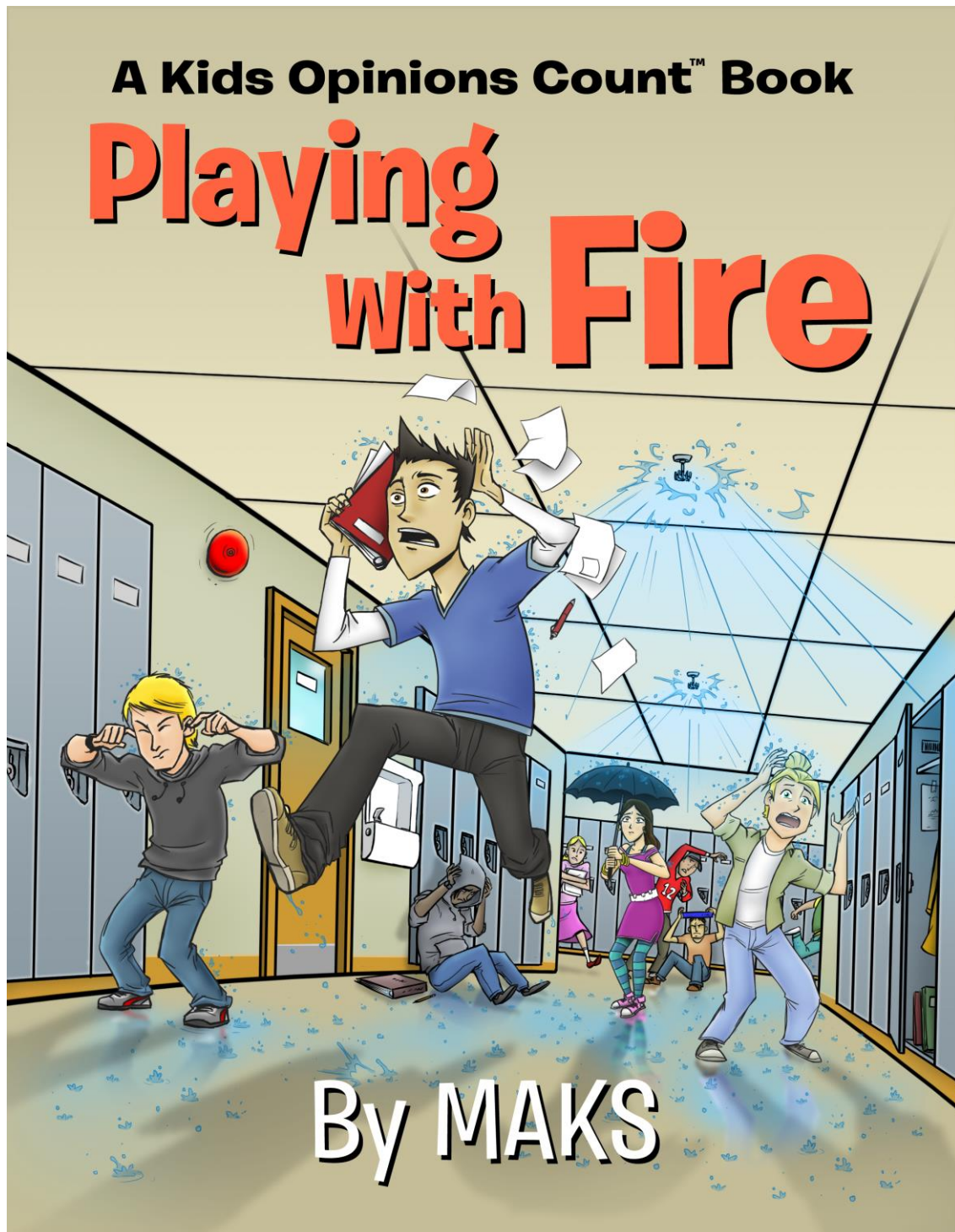
Chapters 14 and 18

Topic/Issue Five

The Media – The Who, What, Where, Why and How

The question is, does the media actually ask these questions, and if they find the answers, do they actually print all of the truth or do they think first about how the story will affect their advertising revenues and their owners. Chapters 8 and 21-24

Book Two – Playing with Fire



In, *Playing with Fire*, the kids investigate a fire at a skateboard shop and uncover an amazing plan to smuggle black market consumer goods into Center City. Scott and Alex use their own detective skills as well the power of smell to help undermine the criminal consortium, the Men Of Business.

A news story about a fire in a local strip mall sets the adventure in motion. Alex is convinced his father who was once an Agent for The Company, knows something about the fire. The boys devise and execute a plan to get the day off school so that they can check out his theory.

Scott and Alex head to Alex's house to spy on his dad and his business associates. They learn that these businessmen are actually a consortium of criminal organizations, lead by a mysterious Ring Master. This consortium has a plan to smuggle goods into Center City through underwater tunnels. Alex finds out his dad is still an undercover agent of The Company and he's in charge of a sting operation to take down the consortium.

Alex, Scott, Kim and Amy try to help Alex's dad. The criminal activity is disrupted, but the criminal mastermind escapes... only to re-appear in the next book in the strangest of places.

Topic/Issue One

Road Rage - Tommie's an Everywhere Rant and Raver – With Good Reason!
Chapter Five.

Topic/Issue Two

Journalistic Integrity – The 5W's and H
Chapters Nine and Ten.

Topic/Issue Three

Broken Promises – The Concept of Self-Interest
Chapter Fourteen.
Starting with "On her way to Cheryl's office,"
Ending with, "'Will do,' Tommie replied."

Topic/Issue Four

Impact of Protectionist Trade Policies – An "Ironic" Introduction
Chapter Twenty-One.
Starting with, "I can't wait to smuggle"
Ending with, "If they didn't charge so much, I wouldn't be able to!"

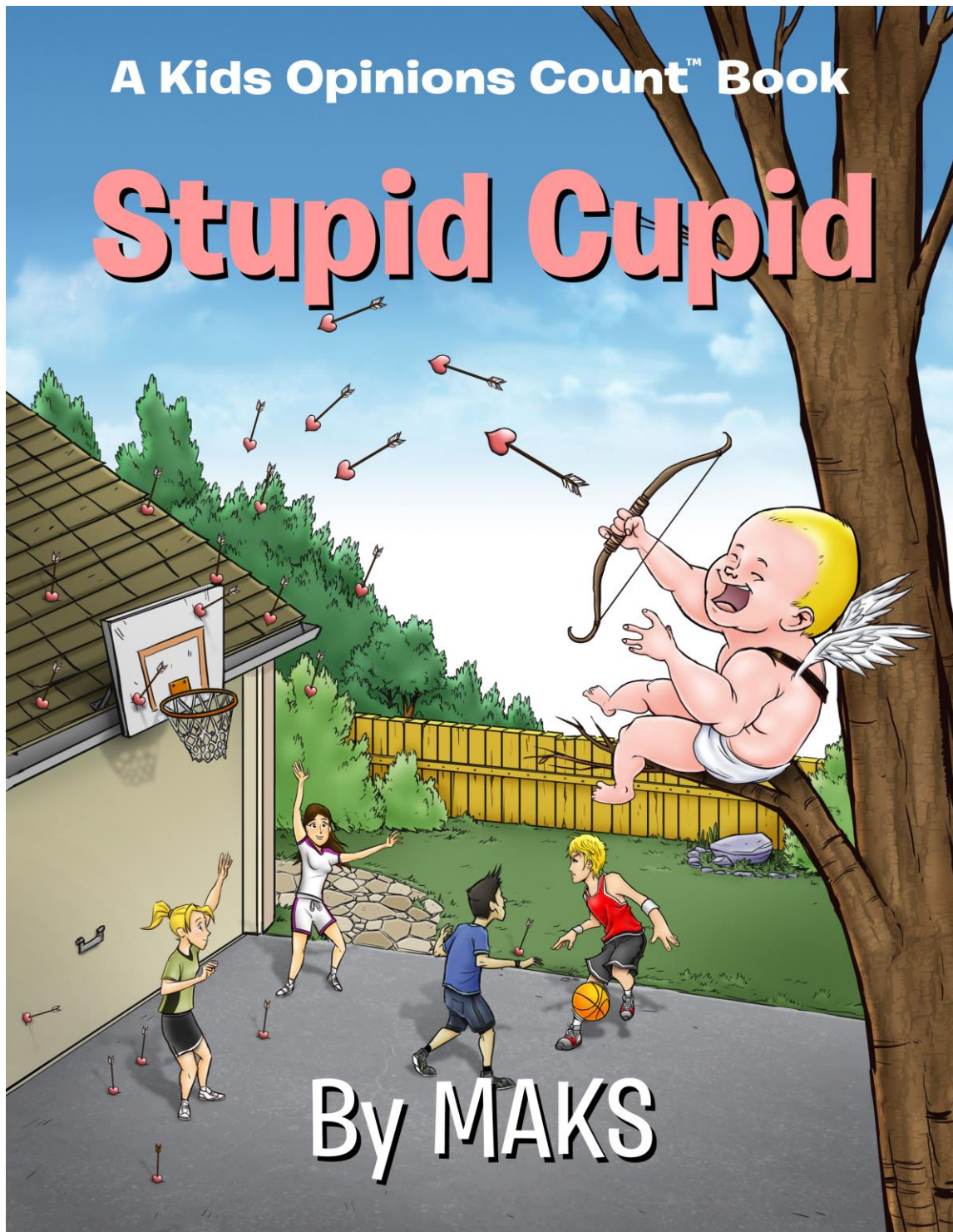
Topic/Issue Five

White Collar Crime – When the Good Guys are the Bad Guys
Chapter Twenty-One and Twenty-Two.
Starting with "This sounds like it's a,"
Ending with "Huckster wondered if he'd said too much."

Topic/Issue Six

Never Underestimate Kids
Chapter Thirty-Two and Thirty-Three.
Starting with, "As Chris and the kids."
Ending with "Yes. Your opinions count – big time."

Book Three – Stupid Cupid



In *Stupid Cupid*, Alex and Scott's popularity and ethics are put to the test when Alex is challenged to run for School President and makes Scott his running mate. Alex will try anything to gain an advantage over his competitors, including using Kim's Science Fair project on the vomeronasal organ and pheromones.

Alex goofs off in math class and his teacher dares him to run for school President. Alex selects Scott as his campaign manager and running mate. Alex and Scott decide to pursue the support of the disenfranchised, or as Alex puts it, Dis-French Fried students. To win their votes, they develop an election platform that promises to get rid of the cliques in the school. While the boys are busy with electioneering, Kim and Amy work on their Science Fair experiment on pheromones.

The boys give a stirring speech about mutual respect that not only surprises the principal but the students as well. They win the election and go on to play some of the best basketball of their lives against their rivals the Thompson Terriers.

After the games, both schools enjoy an outdoor band concert in the school yard. Strange things happen when pheromones are accidentally released into the air.

The kids learn that their opinions do count.

This book can be divided into two major themes

Theme One - Pheromones (Science Fair Project)

Theme Two - School Election

Theme One - Pheromones

Topic/Issue One

Introduction to Pheromones

Chapter Three.

Starting with, "Pheromones are chemicals"

Ending with "genitalia and the chest."

Topic/Issue Two

The Smelly Facts

Chapter Five.

Ending with "had time to grab lunch before heading back to class. (Near end of page)

Topic/Issue Three

The Science Experiment Methodology

Chapter Eight.

Ending with "analyze it, and write up the results."

Topic/Issue Four

Kim's Report on Pheromones and Sexual Attraction

Chapter Fifteen.

Ending with "results of the experiment."

Topic/Issue Five

The Results of the Experiment

Chapter Eighteen.

Ending with “Now. They decided to explore Scott’s dislikes another time.”

Theme Two – School Election

Topic/Issue One

The Challenge

Chapter Four.

Starting with “Scott met up with Alex in front of”

Ending with “no one was learning a thing in class.”

Topic/Issue Two

The Election Platform

Chapter Seven.

Topic/Issue Three

Dirty Tricks in Politics

Chapter Twelve and Thirteen.

Topic/Issue Four

The Speech - There’ll be no more dis-frenchfried students!

Chapter Seventeen.

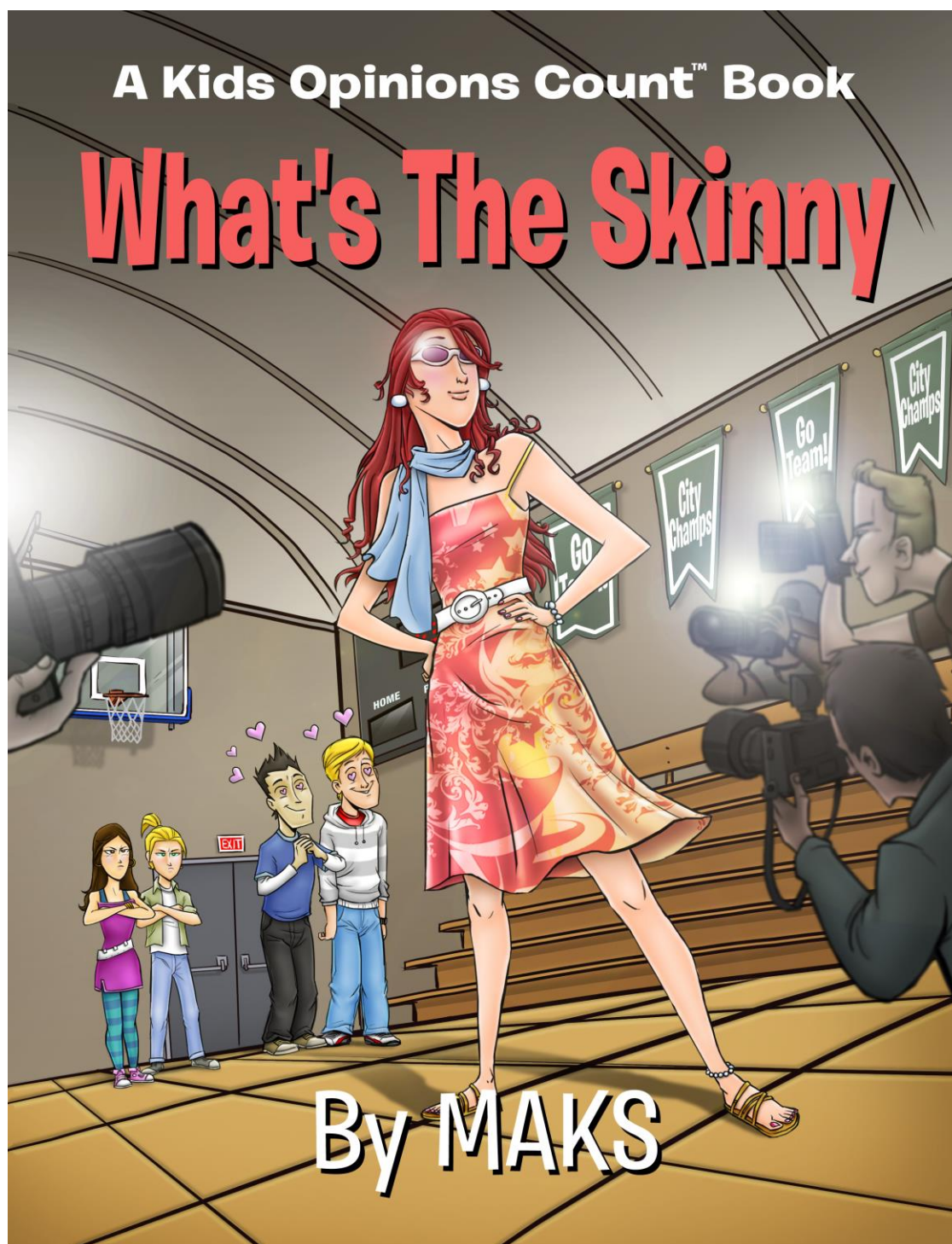
Chapter Eighteen.

Topic/Issue Five

Good News ... And the Real Winners Are ...

Chapter Twenty to Twenty One.

Book Four – What's the Skinny



In *What's the Skinny*, a movie shoot at Spring Valley School exposes the greed and seedy side of the entertainment industry. Scott and Kim learn about the mental and physical problems associated with negative self-perception.

The Campbell family sells the diamond. They decide to put their financial windfall to good use. Scott and Kim establish their own Internet site, KidsOpinionsCount.com.

Scott and Alex try to eliminate the cliques at their school by raising enough money to support everyone's special interests. The boys promote their school as a location for teen flicks. A studio selects Spring Valley School for their latest shoot. Some think the school is chosen because the students are PHAT – when in fact it was chosen because the kids are FAT.

When the students at Spring Valley find out that a movie is going to be filmed at their school, the girls go on crash weight-loss programs and the boys try to bulk-up. The student body gets sick.

To make matters worse, the movie production company and a pharmaceutical company who are part of an all-powerful business organization called The Conglomerate, secretly use the students to test their new designer food and energy pills.

Scott and Kim find out that the designer food has no nutritional value and the energy pills are nothing more than a cocktail mixture of killer drugs. Scott, Amy, Alex and Kim, along with the star of the movie, Melissa, expose the Skinny Scheme and are targeted by The Conglomerate for revenge.

Topic Themes

This Book can be divided into Four Themes:

Theme One – Freedom of Speech

Theme Two – Killing the Kids with Corporate Kindness

Theme Three – Hollywood – Fact or Fiction

Theme Four – The Skinny Scheme

Theme One – Freedom of Speech

Topic/Issue One

Freedom Of Speech – The Kids have No Rights
Chapter Five.

Topic/Issue Two

Freedom Of Speech – Stand Up for Your Rights
Chapter Sixteen.

Theme Two – Killing the Kids with Corporate Kindness

Topic/Issue One

The Kids Opinions Count web site Explodes - Kids' Opinions Opined and Count!
Chapters Nine and Ten.

Topic/Issue Two

Kids' Opinions Ignored
Chapter Ten.

Topic/Issue Three

Surprise Opinions! – A Call to the Campbells
Chapter 11.

Theme Three – Hollywood – Fact or Fiction**Topic/Issue One**

The REAL “Entertainment This Evening” Segment
Chapters Nineteen and Twenty.

Topic/Issue Two

Surprise! Visitor
Chapters Twenty-Three and Twenty-Four.

Topic/Issue Three

Surprise! Questions and Answers
Chapter Twenty-Five.

Theme Four – The Skinny Scheme**Topic/Issue One**

The Phat's Out of the Bag
Chapter Twenty-Eight and Twenty-Nine.

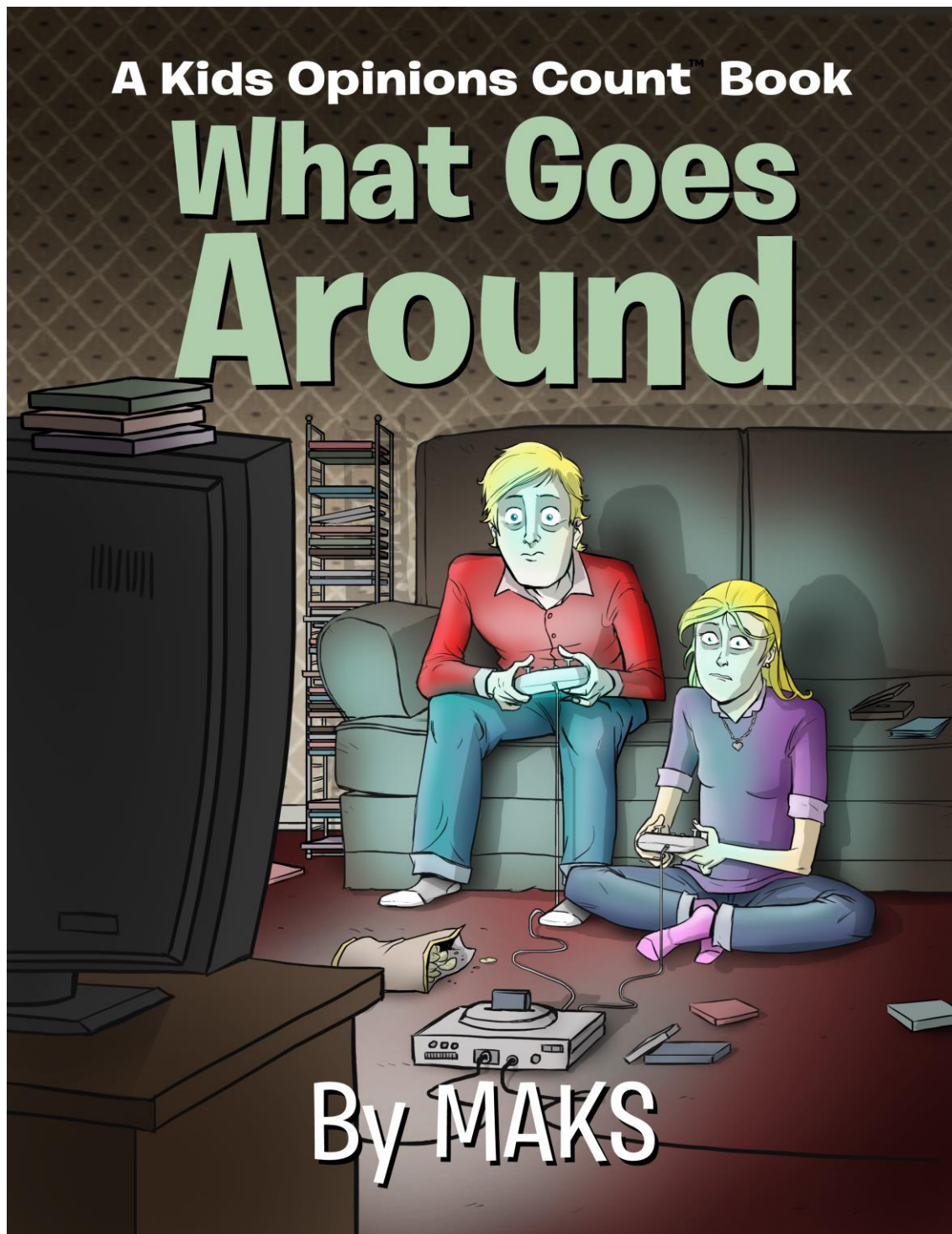
Topic Two

The Pudgy Plot
Chapters Thirty-three, Thirty-Four, Thirty-Five and Thirty Six.

Topic Three

Spin Doctors Get Dizzy
Chapter Thirty-Eight.

Book Five – What Goes Around



In *What Goes Around*, the kids learn about the power of light.

With the help of their Uncle Max and his medical research on light and epilepsy, including an enlightening interview with Timothy Leary and a crazy theory about the pineal gland and past lives – the kids see how powerful a tool light is, and how it has been used for centuries to influence and control people.

The computer, television, mobile communications, video games and the Internet are the latest use of light for this purpose. The kids realize that their own Internet site has become extremely influential with their peer group.

The Conglomerate decides that they can use the kids and their influence with their peers, to undermine their new Eurasian computer competition. A new computer game and a new computer are sent to the Campbells for their review. A mysterious stranger enters the picture.

Topic Themes

There are Two Themes in the book:

Theme One – Order! Order! We Must have Order in the World!

Theme Two – Brainworks

Include the Synopsis of the book and the prologue with each Topic.

Theme One

Topic/Issue One

Place Your Orders!

Chapters One to Two.

Topic/Issue Two

You Must Find Chaos!

Chapter Thirteen.

Topic/Issue Three

Scary Messenger

Chapter Fourteen.

Topic/Issue Four

Chaos Rules

Chapters Thirty-Two to Thirty-Three.

Theme Two – Brainworks

Topic/Issue One

Uncle Mac States His Theory

Chapter Seven.

Topic/Issue Two

Backgrounder on Epilepsy

Chapter Eight.

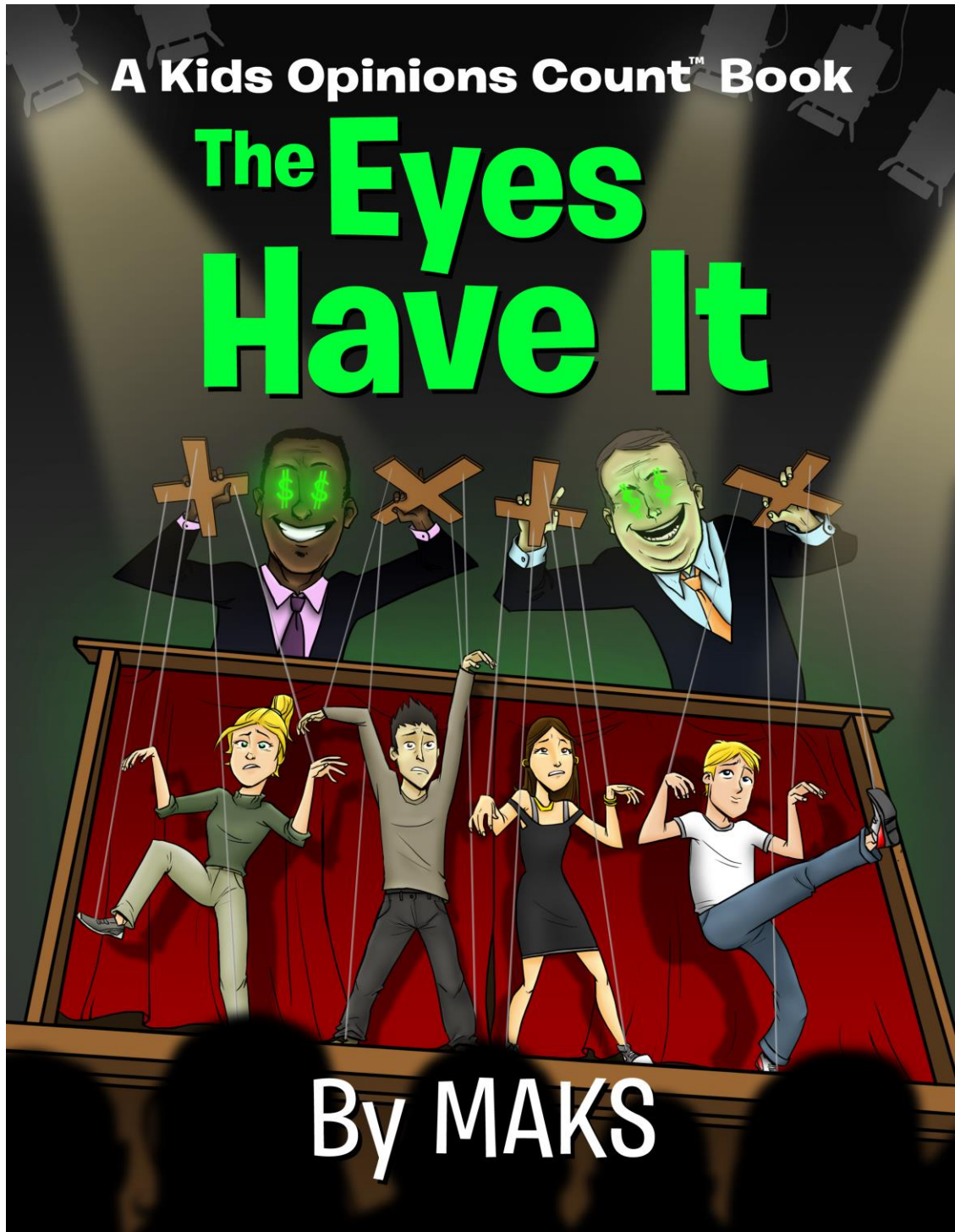
Topic/Issue Three

“Lighteral” Thinking
Chapter Nine.

Topic/Issue Four

Seeing the Light, Through Leary’s Eyes
Chapter Ten.

Book Seven – The Eyes Have It



In *The Eyes Have It*, the kids learn the importance of independent thinking.

A new teacher (the mysterious stranger) takes over their World Issues class. The entire class learn how important it is to get all the facts before they form an opinion or make a decision.

In particular, they learn that there are many sides to an issue and must put what they learn into practice.

The kids become aware that they themselves have real power and must use it but not abuse it. They devise a plan to use light technology to reallocate The Conglomerate's 'Badvertising' budgets to more worthy causes. Alex decides to use the technology to his own advantage ... with disastrous consequences.

They realize that The Conglomerate is using them for their own purposes.

Acting on behalf of The Conglomerate, Sonny Games, attempts to trick Scott and Kim into posting a devastatingly negative review of their new Eurasian competitor's computer technology.

Behind this plot, lies The Conglomerate's real objective, to install full-duplexing capability in all communication devices to achieve total consumer control. The European and Asian technology will not support full-duplexing. The kids must figure out how to give individuals a choice...to full-duplex or not to full-duplex... They hatch a plan...

Prologue / Glossary

Topic Themes

There are Four Themes to this book.

Theme One – The Injustice System

Them Two – Labeling

Theme Three – Show Me the Money

Theme Four – Perception VS Reality

Theme One – The Injustice System

Topic/Issue One

Guilty But Proven Innocent

Chapter One.

Topic/Issue Two

Perversion

Chapter Two.

Theme Two – Labeling

Topic/Issue One

Who's Phat and Who's Non-Phat

Chapters Twelve and Thirteen.

Topic/Issue Two

Alex? Too Popular?
Chapter Thirty-One.

Theme Three – Show Me the Money**Topic/Issue One**

Badvertizing
Chapter Four. Pages 10A to 12B in their entirety.

Topic/Issue Two

When Conglomerates Attack
Chapters Five and Six.

Topic/Issue Three

Spending the Money VS Finding the Cure
Chapter Seven.

Topic/Issue Four

An Enlightening Idea
Chapter Nine.
Starting with “Kim was just too excited”.

Topic/Issue Five

Every Action has a Reaction
Chapters Eighteen and Nineteen.

Topic/Issue Six

Don’t be Surprised!
Chapter Twenty-One.
Chapter Twenty-Three.

Theme Four - Perception VS Reality (Labeling as well)**Topic/Issue One**

World Issues
Chapter Fourteen, Fifteen and Sixteen.

Topic/Issue Two

Analyse This!
Chapter Sixteen.
Starting with “So how come”

Topic/Issue Three

Get the Facts Jack
Chapter Twenty.