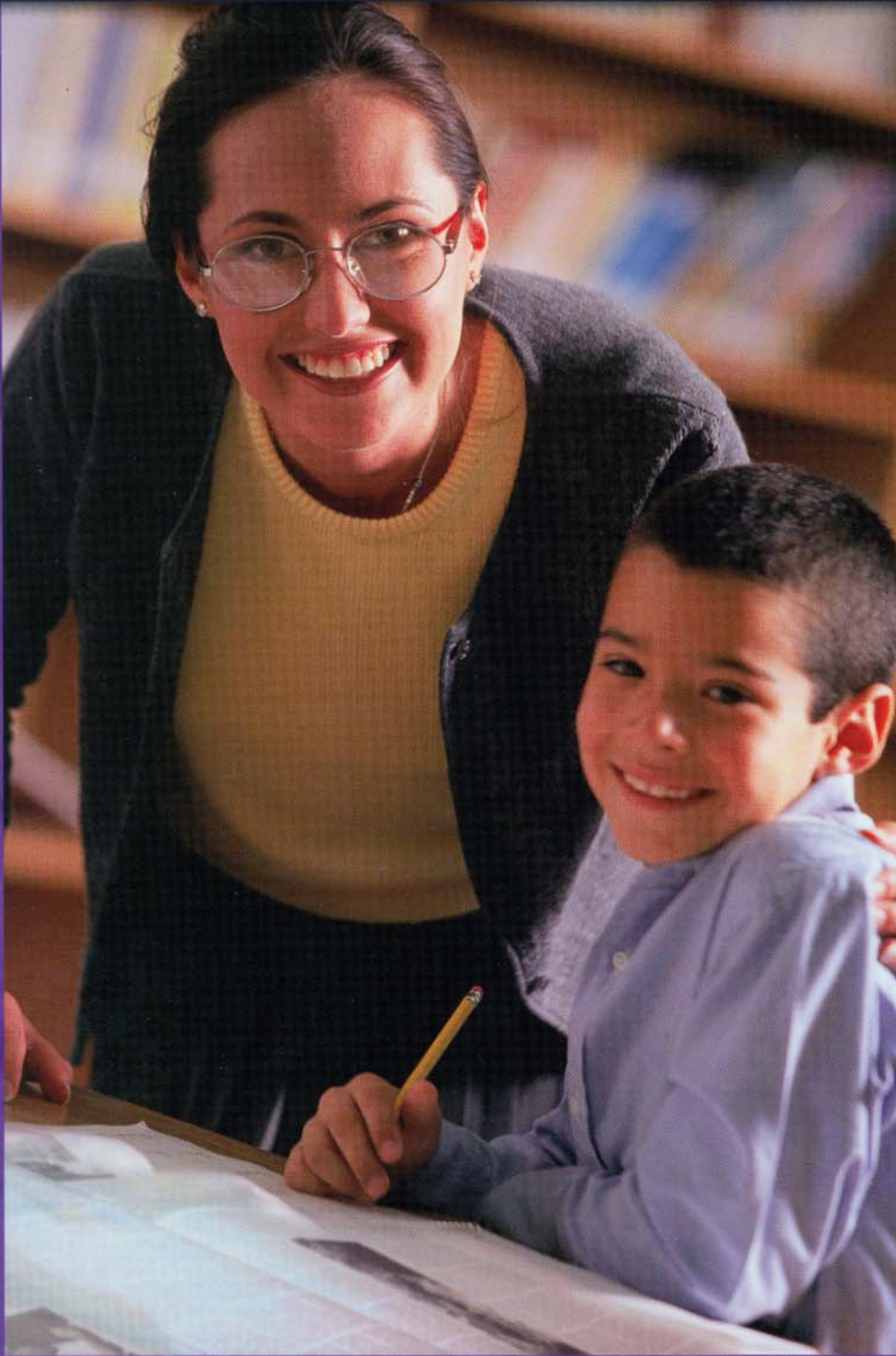


Newspaper In Education



A Guide for
Weekly and
Community
Newspapers

Newspaper In Education

A Guide for Weekly/Community Newspapers

**Newspaper
Association
of America**



Foundation

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Section One

Introduction to Newspapers In Education

Newspaper In Education is a cooperative effort between a newspaper and a local school system to use the newspaper as a tool for instruction. The newspaper provides copies to the school, usually at a reduced rate, for use in the classroom. They may also sponsor teacher-education programs and may offer curriculum materials to help schools use the newspaper as a meaningful resource for student learning.

Each NIE program differs according to the needs of the local educational community and your newspaper. Newspapers are used as instructional tools in many subjects and grade levels. Typically most NIE use focuses on language arts, reading, social studies, math and science. New NIE programs often focus on a specific grade level or area, such as middle school, when launching a program.

The goal of the NIE program is to use the newspaper to help teachers with the subjects they are already teaching. It is not intended to simply teach about the newspaper. A good NIE program will help teachers learn to develop their own activities using the newspaper to teach in the classroom.

Benefits of an NIE Program

A good NIE program offers many benefits to the weekly/community newspaper. With a moderate amount of effort, the newspaper can create a program that will return far more than is invested in it.

NIE builds readership and reading skills: Building readership through the NIE program is a natural fallout of sending newspapers to the school. Children who have newspapers available in the classroom often go home and request that parents and other adults have newspapers in the home environment.

Many NIE programs encourage students to take the newspaper home after it has been used in the classroom. For many homes, this may be the first time that a newspaper has been available in the home. Some of those homes will become regular subscribers once they develop the habit of reading your newspaper.

Several studies have shown that children and/or adults who regularly read a newspaper demonstrate significant gains in reading skills. A study conducted by the NAA Foundation in 2002 showed that student who use newspapers score significantly higher on standardized tests than do students who do not. The complete results of that survey can be

downloaded, at no charge, from the NIE section of our website, www.naafoundation.org. The report is titled, *Measuring Success!*

NIE builds circulation: A quality NIE program can add significant numbers to your circulation data. If ABC audits your newspaper, you need to be careful to meet their guidelines before counting school copies as paid circulation. A comprehensive guide to the regulations relating to NIE can be downloaded, at no charge, directly from ABC. (<http://www.accessabc.com/members1/nieguidance.htm>)

ABC guidelines indicate that NIE copies of the newspaper must be paid at a minimum of 25% of your basic subscription rate. (ABC rules changed to allow you to charge 25% of your basic subscription rate in April 2001.) That is usually interpreted as the home delivered price rather than the newsstand price. The cost of the newspapers can come from the school, the teacher or from outside sponsors. If you have any questions regarding ABC rules, please check with ABC at 847-605-0909 or with your local ABC auditor. (More detail on sponsorships will be given later in this booklet.)

Some small weekly/communities have added very significant numbers to their circulation through NIE programs.

NIE builds community goodwill: Don't overlook the positive benefits of using your newspaper to help improve local education. By placing your newspaper in the classroom you are giving teachers the opportunity to use the most up-to-date textbook on the market. Make sure

your community is aware of your commitment and dedication to the educational opportunities the NIE program can offer.

Take every opportunity to showcase NIE students, teachers and sponsors in the newspaper. Many times, pictures speak louder than words!

Newspaper advertisers love it when a shopper tells them they saw their product in a newspaper advertisement. They love it even more when it is a *student* that saw the ad in the newspaper!

The community appreciates those who show an interest in the education, health and safety of their children. NIE can help children in all of those areas.

Strengths of NIE Programs Unique to Weekly/Community Newspapers

For complete information there is no substitute for a newspaper. Television, radio and the Internet can give the news quickly. Understanding of the news usually comes, however, with the longer, more thoughtful appraisal of facts and details found only in newspaper accounts.

Younger readers quickly learn that a newspaper is more than news. It is feature articles that tell them of interesting people and activities in the community. Advice columns may provide information of value. Advertisements serve as entertainment guides and provide style, price and

utility information concerning items they are interested in buying.

Unlike the daily newspaper, the weekly newspaper provides a dimension of local news and the opportunity to relate to the student's own life as well as the lives of family and neighbors. The closer to home a story is, the more motivation is provided to read that story. A student in your town is more apt to find his or her name in your newspaper than in a larger regional daily!

The following have been noted as specific strengths for weekly/community newspapers:

- The weekly/community newspaper can, in most cases, offer more space to local school news, features and photos because of its relationship to the community.
- Many classrooms use only one delivery of newspapers per week. A daily newspaper used for more than one day is an "old" newspaper. A weekly newspaper is the current issue for the entire week!
- Content of the weekly/community newspaper is more local and, therefore, less overwhelming to students. It covers their community, not the whole world. Community news is important to the functioning of our democracy because most citizen involvement occurs at the local level.
- Many community newspapers serve an area including only one or two school systems. A staff person at the newspaper may

work closely with local educators.

- The community newspaper is geographically closer to its reading audience and is easily accessible for plant tours by students if you use your own printing facilities. Even if you print at another facility, students can visit the newspaper office.
- Local sports coverage is more detailed in the local weekly/community newspaper. Students know and relate to local athletes.
- The editor and staff of a weekly/community newspaper are usually more accessible to the public and to the local schools.
- A weekly/community newspaper can offer several days of lead-time to plan educational activities based on the content of each issue.
- A combination of peak and slack days of activity at a community newspaper makes staff members more available as a resource.

Section Two

Starting an NIE Program

Determine the scope of the program you want.

For most weekly newspapers the NIE person works part-time. If you want to develop a large program it may be necessary to seek the services of someone for more hours per week than if you want to create a limited program. An active NIE program can add significant numbers to your paid circulation and can be a positive boost to your public image. More detailed information is available from the NAA Foundation in a publication titled, *NIE Getting Started*, (See resource list at the end of this booklet.)

Finding the **right person** to coordinate your NIE efforts is critical. Many weekly newspapers have found that a current staff member who has an education background is the right person for this job. Others have brought in a former teacher to work at the newspaper part-time. An education background is not necessary to be a good NIE professional but it may help.

No matter who you select for this position, the qualities of imagination and innovation are critical. Your NIE professional will need to help teachers see many ways to use your newspaper. That takes creativity!

Your NIE professional will represent your newspaper in many public settings.

Your representative should be an articulate spokesperson for the newspaper.

The amount you **budget** for NIE depends on the extent of the program. Most NIE professionals are paid on a par with other professionals in the newspaper organization.

Training should be a priority for a new NIE professional. NAA Foundation offers an annual conference that is the premier training opportunity for NIE professionals in the country. Information about the next conference is available on our website www.naafoundation.org.

Most NIE programs offer **workshops and/or curriculum materials** to teachers. Even a good teacher needs to learn how to use the newspaper to make the program as effective as possible. Curriculum materials are available from the NAA Foundation and form a variety of vendors. (See resource list at the end of this booklet.) Adequate budget for curriculum guides and workshops should be included in your planning.

If you want to count the copies of the newspaper that you are sending to schools, you need to be aware of **ABC rules relating to school sales**. It is wise to carefully read the ABC rules before determining a price for the copies that you will be sending to schools. (Visit

www.access.abc.com for complete information under newspapers then guidance and rules.) The basic rule is that you must charge at least 25% of the base price of the newspaper if it is to be counted as paid circulation. Most frequently the base price is defined as any published price for the newspaper including the base home delivery price. For example, if your cover price is .50 but your home delivered price is \$.45 then your NIE rate can be \$.1125.

A third party may pay for newspapers delivered to schools. Many NIE programs solicit sponsors to pay for the newspapers they deliver to local teachers. ABC has several rules governing this process and you should read those before starting a sponsorship project. The basic premise of the rules is that this must be a pure donation to the NIE program. The newspaper can thank the sponsor but cannot promote the business interests of the donor. For example, a "Thank You" ad can say, the ABC News thanks the XYZ Corporation for their donation to the NIE program. You cannot say, "The ABC News thanks the XYZ Corporation, where you can buy great widgets, for their donation to the NIE program."

Most new NIE programs find that it is wise to start slowly as they launch their program. It may be best to target one school or even one grade to introduce the concept of NIE.

Working with a small group of teachers the NIE professional introduces the concept of NIE and helps them get started. These teachers can become the most powerful spokespersons that exist for promoting growth in your NIE program.

Teacher workshops give your NIE professional an opportunity to train teachers to use the newspaper. The goal of workshops should be twofold. First, to convince teachers that they need your newspaper in their classroom and, second, to train them to develop activities of their own to use the newspaper effectively. NAA Foundation has a resource called *The Newspaper In Education Workshop Workbook* that offers many tips on conducting effective workshops. This can be ordered on our website, www.naa.org.

Other Programs

In addition to providing newspapers to schools, many newspapers offer other services for youth.

Many weekly newspapers include youth features on a regular basis. Many of these features, such as The Mini Page, Kid In You, and Kid Scoop, are available from commercial vendors. (See resource list at the end of this booklet.) Others are produced locally.

Some weekly newspapers have recruited local teens to write for a regular in-paper page. There are also youth features available from several Newspaper Syndicates.

Tours of your newspaper facilities are a popular activity for students. Your NIE professional or other newspaper staff member may serve as the guide.

Most newspapers find it necessary to restrict the number and size of tours so they do not interrupt the production flow of the newspaper.

Section Three

Sample Newspaper Activities

The range of activities that can be completed with one copy of your weekly newspaper is almost limitless. Your Newspaper can be used to teach nearly every subject and every grade. There are two different types of activities, one that introduces students to the newspaper or teaches about the newspaper and one that uses the newspaper as a resource to teach the basic subjects such as English, math, science, social studies, etc.

The activities listed in this booklet have been developed by a wide range of teachers and NIE professionals. They have been tested repeatedly and are sure to work well. You will want to tailor these activities to your newspaper. For example, do not use activities based on comic strips if your newspaper does not carry comics. Having local teachers review the activities is always a good idea.

On the next two pages are two activities you can use to introduce either students or teachers to your newspaper. The first, About Your Newspaper, helps students find information about your publication.

The NIE professional should be ready to supply any answers that students/teachers have difficulty finding. Any activities offered in the booklet, including this one, should be adapted or changed to fit the particular needs of your newspaper or your schools.

The second activity, Newspaper Scavenger Hunt, is designed to encourage students or teachers to explore all sections of your newspaper while actively practicing basic skills in a wide range of subjects. Encourage teachers to develop other scavenger hunts that will focus on specific skills.

The remaining activities in the booklet are presented as idea starters. The basic idea for an activity is presented and it is up to the teacher or the NIE professional to implement them. Creative teachers will develop many more activities that can be used in the classroom.

Refer to the “Resources” section at the end of this booklet for a listing of other curriculum materials that are available.

All About My Newspaper

The name of this newspaper is _____.

This newspaper has been printing since _____.

It is published _____ time(s) each week.

You can tell the age of a newspaper by the volume number printed on page one. For example if you find "Vol. 80 No. 22." That means the newspaper has been published for 80 years and that this is the 22nd issue since its last birthday.

The number of pages in this newspaper is _____.

The Publisher of the newspaper is _____.

The cost of the newspaper is _____.

The name of a person who writes stories for this newspaper is _____.

The headline for one front-page story is:

The story is about:

My favorite story in this newspaper is:

Newspaper Scavenger Hunt

Directions: How many of these things can you find in today's newspaper? When you find one of the items, please do two things: 1) put the page and section number on this list and 2) circle the item in the newspaper. Good luck!

Example: __A 1 __ Today's Date

- _____ Two numbers in a single advertisement that total less than \$10.
- _____ A number larger than one million
- _____ A schedule
- _____ The weather report or a weather related word
- _____ An abbreviation
- _____ An opinion
- _____ A food you like to eat
- _____ A used car for sale
- _____ A puzzle
- _____ A question mark
- _____ A house for sale
- _____ A verb in a headline
- _____ The name of a country other than the United States
- _____ The President's name
- _____ The name of the Governor of this state
- _____ A movie you would like to see
- _____ The name of a singer
- _____ The name of the town where you live
- _____ A story from the capital of this state
- _____ Something you can buy for \$.79
- _____ A fact
- _____ The name of a sports team
- _____ A zip code

When you have finished – Stand up and shout, “We’re Done!”

Elementary Language Arts Activities

1. From your newspaper, cut out the letters you would need to spell out your first and last names. Paste them on a piece of paper.
2. Listen to the teacher read the information describing a picture in the newspaper and then tell the who, what, when, where, why and how.
3. Find all the words in headlines on page one that you can read. Cut them out and paste them on a piece of paper. Practice reading them to the class.
4. Cut out all the letters in the alphabet and paste them onto separate pieces of paper. Try to find words and pictures of things that start with that letter. Paste these on the correct sheet of paper.
5. In your newspaper, find examples of long and short vowel sounds. Cut these out and create a collage of words for each sound.
6. Cut apart the words in three newspaper headlines. Put all the words in alphabetical order. Trade with a partner and put the headlines back in their correct order.
7. Find as many words in your newspaper as you can that describe size. Create a collage of "large" words and one of "small" words.
8. Look through the newspaper and cut out words that describe you. Paste them on a silhouette of yourself. How are the words you chose like those of other students in the class? How are they different?
9. Pick out a newspaper article that interests you. Circle all the forms of punctuation you find in the article.
10. In the newspaper find 10 words that have a double vowel, 10 that have a double consonant and 10 that have blends.
11. In a feature story, underline as many nouns as you can find, and circle the action verbs.
12. Circle all the words on a page of the newspaper that have something to do with the sense of touch.
13. Find 10 plural words in the newspaper and cut them out. Paste them on a sheet of paper and write the root word next to each.
14. Make three columns on a piece of construction paper and label them as prefixes, suffixes and root words. Cut words from the newspaper; cut them apart and paste them in their correct columns.
15. Divide all the headline words on the first page of the newspaper into syllables.
16. Find as many synonyms for the word "said" as you can. Make a list of them. Do the same thing on the sports page looking for synonyms for "won" and "lost."

17. Choose five different newspaper headlines and rewrite each into a complete sentence, making sure to use proper punctuation.
18. Have a spelling bee using words from the newspaper.
19. Find a lost and found ad in the classified section of the newspaper and pretend that you are the lost item. Write a story telling where you are, how you got lost, etc.
20. Find 25 compound words in the newspaper and divide them into their parts.
21. Underline the main idea in a feature story and then outline the story.
22. Take a picture from the newspaper and remove the explanation beneath it. (That is called a cutline.) Trade your picture with a classmate. Write a story telling what you think is going on in the picture you got. When you are finished, check the original cutline to see how close you may have been.
23. Find a job in the classified ads. Write a letter of application for the job. Conduct a mock interview with one of your classmates.
24. After listening to your teacher read a newspaper story out loud, list as many facts as you can remember.
25. In the classified advertisements, find an article for sale. Pretend you are that item and write a speech telling why you should be purchased.
26. Make a collage from newspaper pictures and words that show some of the things that happened in a book that you are reading for class.
27. After reading a news article, draw a picture of what happened.
28. Make a poem, using only words you have cut from newspaper headlines.
29. Find three examples of facts and three examples of opinions in your newspaper. Discuss how they are different and where you would generally find opinions.
30. Have a timed race through the newspaper to clip and paste as many pairs of homonyms as you can find.
31. Imagine that you are the main character in a news story. After reading the published account, tell your side of the story.
32. Keep a notebook of new and unfamiliar words that you find in your newspaper reading. Clip them out, paste them in your notebook and write the definition next to each word.
33. Discuss the beginnings of news and feature stories. Have students look for each of the five Ws and the H, noting that they are usually found at the beginning of a news story and that the reader need read only a few sentences to know what the story is about and what its most important details are.

**Other Elementary Language Arts
Activities Developed by Local
Teachers Using Your Newspaper:**

34. Students can pretend that they are going to interview someone in the news. Write out the questions that they think should be asked.
35. Each student can also write stories based on class and school events. Information for the stories can be obtained from interviews and from first-hand observation.
36. After gaining an understanding of news story writing style, students should look for other kinds of writing.
37. Make a list of at least 15 descriptive words you find in the advertisements. After compiling your list, write one or two paragraphs describing something. Use each of the words you selected from the ads.
38. What is an abbreviation? Locate 10 different abbreviations in the newspaper. Clip these out of the newspaper and write out the word they represent.
39. Read a page of the newspaper and underline all the words and phrases which refer to time. Make a list of all the words and phrases you have found.
40. Clip 10 adjectives from the advertising section of the newspaper. Paste these onto your paper and beside each write one synonym and one antonym.

Secondary Language Arts Activities

1. Find a news article written in the past tense. Clip it out of the newspaper and then rewrite it in the present tense.
2. Find five different sets of antonyms in the newspaper. Clip them out and then check with a dictionary or thesaurus to double-check your answers.
3. Create, for the index of your newspaper, a sentence summary of five news and/or feature stories you think would be of special interest to readers.
4. Look for unfamiliar words in each week's newspaper. Make a list of them and when you have 20 words, define them and make a crossword puzzle. Try submitting it to your community newspaper for publication.
5. Find newspaper pictures that illustrate moods. Clip them out of the newspaper and write a free verse poem, haiku or cinquain about each. You could also use the picture as a basis for a short story.
6. Write an obituary for the main character in a book you are reading. Use the obituaries in the local newspaper as an example of the writing style to be used. Try writing an epitaph for the character as well.
7. Find, keep and classify examples of figures of speech found in the newspaper. Make a poster illustrating your findings.
8. Do timed readings using the newspaper.
9. Read the editorials(s) in each week's newspaper and keep them. Decide if the writer logically constructed the piece or if it tends to be emotionally constructed. Classify the editorials as being explanatory, praiseworthy, critical, entertaining, persuasive or a combination.
10. Select a feature story from the newspaper and then compare and contrast it to the style of a short story.
11. For impromptu writing assignments, use the "pick-a-plot" method. Cut out names, places, dates, motives, weapons, situations and other items if needed. Put each grouping in a paper bag or other container. Choose one each and use them as a basis for creating a short writing assignment.
12. Imagine you are the main character in the novel you are currently reading. As the character, place a classified ad, write a letter to the editor and write a news story. All should reflect the character's point of view or bias.
13. Choose a news or feature photo and pretend that it's the year 2500. Try to explain the contents of the picture and what ideas it gives you about the society from the early 2000s.

14. In small groups, write two different television commercials based on a product advertised in the newspaper. For one of your commercials, be sure to use the same persuasion technique used in the newspaper.
15. In a news story, draw arrows from all pronouns to their antecedents.
16. Choose an editorial and clip it out of the newspaper. Take a piece of paper and divide it into two columns, labeling one "fact" and the other "opinion." List the information from the editorial into the appropriate columns and then compare yours with that of another student. Explain the differences between the two.
17. Find a news story, read it carefully and identify the sentence types in it. Chose your answers from simple, complex, compound and complex/compound.
18. Find all the gerunds and participles in a particular sports story.
19. Using a straight news story, circle all the direct objects in blue, the indirect objects in red and the objects of prepositions in green.
20. Scan your newspaper and select three news articles. Write new headlines for each of them. After doing this, write new lead paragraphs for each, perhaps changing the emphasis from "when" to "who" and using new grammatical approaches. How do the stories differ? How can the writer influence what the reader sees?
21. Select a sports story that is of interest to you and rewrite active voice sentences into passive voice. How does this change the "feel" of the story?
22. On the front page of the newspaper, circle in red all forms of the verb "to be" and in blue, all forms of the verb "to have."
23. Occasionally newspaper headlines can accidentally (or purposefully) have dual meanings. Over the period of several weeks, clip any headlines that you feel could have more than one meaning and discuss your reasons for selecting each.
24. Using editorials as your basis set up a classroom debate to discuss a local issue of interest. Use information from the newspaper to support your point of view.
25. Find a feature article that is particularly well suited for interpretative reading. After practicing it, present it to the class.
26. Find examples of several different ads in the newspaper that deal with the same product or service, such as grocery stores, restaurants or automobile repair shops. Compare and contrast the ads in terms of layout, prices, claims, etc. Choose the ad in each category that most appeals to you. Why?
27. Read an editorial and then try to write a one-sentence summary of the author's point of view.

28. Have student's select five articles from the newspaper with headlines that clearly present the main idea of the article. Each student should use a different part of the newspaper. (For this reason, several issues may be needed.) The student cuts the headlines from the articles, places all 10 pieces in an envelope and trades envelopes with another student. The reading task is to reunite each story or article with its headline.
29. Students will note that most headlines give the main idea of the article and are in fact usually brief sentences with articles and connectives omitted. What words in the headline are left out which you might use if you were telling the story? Why are they left out? Has omitting these words made the headline harder to understand?
30. Students might also be given stories and asked to write suitable headlines. They should be told to make their headlines as short as possible. These can then be compared with the original.
31. News stories or editorials can be rewritten in shorter form.
32. Classified ads can be written for an item or service the student wants to sell, an item or service he or she wants to buy or for something to give away. Limit the number of words that can be used!
33. Ask students to write news or feature stories of their own about local or school events. They can then be instructed to make another copy, leaving out a prescribed part of speech. These are exchanged, the blanks filled in and then compared with the original.
34. Take four articles of three or four paragraphs each. Subtract verbs from one article, leaving underlined blanks. Remove the nouns from another, modifiers from a third and articles from the fourth. Ask students to rewrite the articles by filling in each blank with a logical word. When student work is completed, distribute copies of the original articles. For discussion: "Which part of speech gives the most meaning to a sentence?"*Which one of the four articles was the hardest to rewrite?
35. Challenge your students to create advertisements for school events. They should determine the characteristics of a good ad by looking at ads in the local newspaper.
36. Read several letters to the editor and create a list of characteristics of a good letter to the editor. Discuss an issue of local concern and then ask your students to write a letter to the editor stating his or her opinion on the issue.
37. Scan the front page of the newspaper and see how many phrases of attribution you find in the stories. Who is being quoted? Can you draw any conclusions about the local culture by the source of the quotes?
38. Direct your students to the sports page. How many synonyms can they find for "win" and "lose?" Why do they think sports writers use so many

colorful synonyms? Can the students think of more synonyms for win and lose?

39. Find two examples of each of the four kinds of sentences: interrogative, declarative, exclamatory, imperative. Create a chart showing where each was found. Make a generalization about where you could expect to find each type of sentence within the newspaper.
40. Find examples of editorials that are written to: inform the reader, interpret the news for the reader, entertain the reader or influence the reader. Which type does this newspaper use most? Which does the student like best? Why?

**Other Secondary Language Arts
Activities Created by Local Teachers:**

Elementary Social Studies Activities

1. Find examples in your newspaper of how people can get along with each other. Tell why it is important for people to get along. Can you also find examples of people who are disagreeing?
2. Who works where? Find a picture of a building in the newspaper and tell what kind of jobs people who work there might have.
3. Use the whole newspaper to find pictures or stories about five people who have five different jobs. Paste each one on a piece of construction paper. Describe their jobs. Include any training you think they had and how much money they might make. Would you like to have this job?
4. Make a collage of pictures from the newspaper of different kinds of jobs. Include words and advertisements.
5. Cut out pictures of 10 things in your newspaper that you would like to buy. Determine the total cost of the items. How many of the items could you really afford?
6. Scan the newspaper to find words and pictures that describe your hometown. Cut these from the newspaper and create a collage with them.
7. Make a large map of your town and put it on a bulletin board. Cut the names or logos of stores you find in the newspaper and put them in their correct location on the map.
8. Every week cut out what you think is the most important headline in the newspaper. At the end of each quarter of the year, discuss the stories you have selected. How has your town changed? What stories continue to be important? Do a summary of all the events at the end of the year.
9. Establish a calendar of future local events in your classroom. Post upcoming events on the calendar. Were there stories about any of the events in the newspaper after they happened?
10. Search through the newspaper for as many examples of transportation as you can find. List them all. What types of transportation were available in your town 100 years ago? What types of transportation do you think will be available there 100 years from now?
11. For what products or services is your town best known? Can you find examples in the newspaper? Create an advertisement for these products using pictures and words from the newspaper.
12. Select a community problem to study for a period of time. Collect stories from the newspaper about the issue including news articles, advertisements, editorials, etc. How do you think the issue should be resolved? Write an editorial supporting your point of view.

13. Have a race through the newspaper to find as many geographical words as you can such as: hill, river, lake, plateau, etc. Find examples of as many of them as you can on a map of your state.
14. Find an article in your newspaper that includes an interview with someone. Write a list of characteristics of a good interview. Prepare the questions you would use to interview a person from history such as George Washington.
15. How many different careers can you find mentioned in one issue of the newspaper? What preparation do you think was needed for each of them?
16. Choose one page from the newspaper and think about how many jobs were involved in creating that page. List them.
17. Write to other community newspapers in your state and ask if you may have one copy of their newspaper. Compare their newspaper to yours. How are they alike? How are they different?
18. Encourage your students to study the electoral process. Use this week's newspaper to make a list of the elected officials in your town. Let your students select some of the offices and choose a character from the comics page (if you have one) to fill each office. Let them create campaign posters and ads for their candidate. Hold a mock election.
19. Create geography questions based on where professional or local sports teams are playing this week. For example, which team had to travel the furthest to play its game? How many teams played in cities that have a bay? Etc.
20. Have your students review the comics in this week's newspaper if you have comics. Are any characters doing anything that would be against the law? Which characters are taking advantage of freedoms listed in the Bill of Rights?
21. Have your students create a list of sections that appear in the newspaper: weather, news, advertising, sports, etc. Ask them to create a newspaper for a period of history they are currently studying.
22. Finding the location of stories in the news can reinforce map skills. Have your students find the location of any story that appears in the newspaper.
23. Ask your students to scan the newspaper to find pictures and stories about community helpers. Who are these people and what do they do to help the local community?
24. Ask your students to find information about state officials in your newspaper. Use the articles to create a chart showing how state government works.
25. Display or create a large map of your county and city or town on a bulletin board. Place a large question mark on several locations where stories in today's newspaper have occurred. Challenge your students to find the stories that match each question mark.

**Other Elementary Social Studies
Activities:**

26. Categorize the news articles that appear in this week's newspaper as International News, National News, Regional News, State News and Local News. Which category has the most stories? Compare this to a large metropolitan newspaper. Which has more information about your local area?
27. Create a bulletin board called "Who's Who." Cut pictures and stories about people from your newspaper and mount them on the bulletin board.
28. Maintain a weekly news log for your classroom. Each week list the most important story that appears in the newspaper. At the end of the semester determine the most important news event of the semester.
29. Let your students create a geography crossword puzzle. Let them find place names in the newspaper to create the puzzle. They should read about the location to help write the clues.
30. Newspapers have been called "The First Draft of History." Let your students review the newspaper for several weeks and select articles about events they think will be reported in the history of your town 50 years from now.

Secondary Social Studies Activities

1. Over a period of several weeks, clip articles that deal with problems and/or issues facing your local or county government. Discuss the reasons for these problems and how the government hopes to solve them. Can you find any proposed solutions in the newspaper?
2. Create a bulletin board for your classroom concerned with the men and women holding positions in your local government. Clip newspaper pictures of school board members, city, town or village leaders and any others you feel should be included.
3. Is freedom of the press important? After reading your newspaper for several weeks write a report on whether or not you feel freedom of the press is a vital need in our society. Look at a copy of this week's newspaper and use a marker to blacken out any articles you think would not appear if we did not have freedom of the press.
4. Study the Constitution and Bill of Rights and become familiar with what we as Americans have guaranteed under these documents. Scan through the newspaper and find as many examples of these rights as you can.
5. Discuss newspaper advertising and its effect on the consumers who see it. Find what you consider to be an effective newspaper advertisement and explain why you think it is effective.
6. Make a list of the persuasion techniques used in several newspaper advertisements. Which technique seems to work the best? Why?
7. Carefully read through the classified advertising help wanted section. What jobs seem to have the most openings in your area? What education or training would be needed to get this type of job? Write a letter of application for a job you would like to have.
8. Gather newspapers from all over the United States and compare the classified ads of jobs available and wages offered in different locations. How do these compare to jobs offered in your area?
9. Every week check the job listings in the newspaper and put a red X through those jobs that could not be filled by a high school dropout. Put a black X through those that could be filled only by a person with technical school or college training. Make generalizations about the value of education in the job market.
10. Check the salary levels for unskilled workers in your newspaper's help wanted ads and compare those to the salaries for skilled laborers or professional positions. What are the differences? Why?
11. Choose an editorial that interests you and read it carefully. Decide which statement or parts of statements are facts and which are opinions. Do you think the tone of the editorial is

liberal or conservative? Watch the newspaper for the coming weeks to see if any letters to the editor address this issue.

12. Define productivity and find examples of it in your newspaper as related to agriculture, industry and retail sales.
13. From your newspaper, cut out several advertisements for basic goods. In your library or the newspaper library find newspapers that are 10 years old. How did the cost of basic goods change over that period of time? How did salaries change during the period? What is the inflation rate for each of the items? Make a case for the statement "We are better off today," or the statement, "Things were better 10 years ago."
14. Construct timelines for the school year using the main headline on page one, the sports page and any other section of the newspaper. At the end of the school year construct an essay on the "history" of your town for the current year.
15. From your history book, choose a historic event and report on it using the writing style of the newspaper.
16. Study the role of the newspaper during colonial America, Civil War times, during the two world wars, the Korean and Viet Nam Wars. How did the role of newspapers change?
17. Follow "crime" in your local area and try to determine the cycles of criminal activity. What is the cost to the community? When criminals are apprehended, how are they dealt with? What is the local crime rate? Are all crimes reported in your local newspaper? How does the crime rate in your city or town compare to national statistics?
18. Encourage students to find stories that describe community problems and discuss how these problems affect their own lives. Ask each student to develop a plan to address one of the problems.
19. Find as many references to geographic locations as possible in the newspaper. Pinpoint the location on a bulletin board map. Which story occurred furthest from your hometown?
20. Determine what environmental concerns are greatest in your local area. Create a database of environmental stories from the area. What possible actions can be taken to correct these problems?
21. List all the functions of a newspaper. How would your life be affected if there were no newspapers?
22. Compile a list of articles about local government issues. Create a campaign poster that shows how you would address some of these issues if you were running for a local office.
23. How many occupations can you find listed in the news sections of the current local newspaper? Which of these jobs would you like to have?
24. Compose a collage of pictures that illustrates how local tax money is spent.

**Other Secondary Social Studies
Activities Created by Local Teachers:**

25. During election years find answers to these questions:

- When are elections held?
- How are the candidates chosen?
- What work does each office that is open for election conduct?
- Who can vote in the election?
- What is a political party? Are they as important in local elections as they are in state and national elections? Why?

26. Create a list of jobs available in your area. What skills or education would you need to obtain each of those jobs?

27. Scan the local newspaper and select stories that you believe will become part of the “history” of your town in the coming years. Why do you think these stories are important?

28. Create a bulletin board with the headings “Hall of Fame” and “Hall of Shame.” Let your students place pictures and articles on the appropriate section of the bulletin board.

29. Geography hunt. Divide the class into teams. Call out one letter of the alphabet and challenge the teams to find geography names or terms that start with that letter. Award one point for each word the team found that no other team found. For example, “S” could lead to words like Singapore, state, Seattle, Sea, or South Beach.

30. Ask your students to look at the editorial in today’s newspaper. What is the author of the editorial trying to say? What is the writer’s opinion?

Elementary Mathematics Activities

1. How many pictures of happy people can you find in the newspaper? Cut them out and paste them on a sheet of paper and try to tell why you think these people are happy.
2. Count the number of pictures in this week's edition of the newspaper. Create a graph of the number of pictures in the newspaper each week for a month.
3. Look for numbers that are the same size and cut them from the newspaper. Use the numbers to create a clock face. Practice telling time using this clock.
4. Look through your newspaper to find the following shapes: squares, circles, rectangles, triangles, ovals and cylinders. Use a marker to trace the outline of each shape.
5. Pretend you were just given \$100 to purchase 10 things you find in the newspaper. Circle the 10 items in the newspaper and calculate the total price. Who can come the closest to spending \$100 without going over that amount?
6. Search the food ads in your newspaper and find something that is sold by the pound. How much would it cost if you bought three pounds? How much for just one-half pound?
7. Circle all the numbers on the first page of the sports section and find the total.
8. Find 10 even numbers in this week's newspaper. Find 10 odd numbers.
9. Look in the land for sale section of the classified ads. Determine the cost for an acre of land.
10. Use the newspaper advertisements to create your own word problems. Exchange your problem with another student and each of you solve the problem you have been given.
11. Give each student one page of the newspaper. Ask them to determine the amount of money needed to purchase everything in the ads on that page. Create a classroom total.
12. Search through the newspaper each week to find examples of different types of charts and graphs. Label what type of graph each represents. If there are no charts or graphs in this week's newspaper, use the information in a news story to create one.
13. Pretend you have been given \$50 to create a meal for 5 people. "Shop" for items in the food ads of the newspaper.
14. Find a recipe in the newspaper that sounds good to you. Determine what the recipe would be if you wanted only half the amount as in the original.
15. In the classified ads section, find a job that lists a salary amount. Compute the salary for the job for

one week (40 hours), for one hour or for one year.

16. Each week for four weeks, measure in column inches (one column wide, one inch deep) the space used for local news, features, other stories, advertising and photos. Create a graph for each element for the four-week period.
17. Over a one month period, determine the number of column inches of space given to boy's/men's sports and the number of inches of space given to girl's/women's sports. Compare them and make a generalization about the coverage of the two types of sports.
18. Look for a display advertisement about a sale. What is the dollar amount of the discount being offered? What is the percentage discount being offered?
19. Select three display ads or pictures from the newspaper. What is the perimeter and area of each?
20. Cut out advertisements or pictures from the newspaper that show the use of math. For example: pairs of shoes are multiples of two.
21. Encourage your students to cut coupons from the newspaper. At the end of one month ask them for the total amount of money they could save if they used all the coupons.
22. Divide your class into teams. Give each team an imaginary \$500. Which team can purchase 10 items and come the closest to \$500 without going over. For advanced students, have them add sales tax to the items!
23. How many metric terms can your students find in this week's newspaper? List them all.
24. Make number cards to be shared with lower grades. On one half of the card paste a numeral. On the other half paste a picture with that number of items in it. Cut them in half. Let younger students try to match the numeral with the number of items.
25. Numbers in the newspaper can be written in many ways. Can your students find examples of a numeral, a number written as a word, a percentage, a decimal, a fraction, a Roman numeral, etc.?
26. Examine the comic strips and ask your students to determine the fraction of the whole strip that each frame represents. Single frame comics would represent 1. A strip with four frames would represent $\frac{1}{4}$. Be careful of strips that do not have equal sized frames.
27. Look for items in the advertisements that are sold in multiples. Have your students determine the unit price for each.
28. Weather highs and lows. Examine the weather forecast for your area. Create a graph for several weeks showing the high temperature predicted for each day.
29. Use won/lost records for local sports teams to create a graph.

30. Review the obituaries for a period of several weeks. Determine the average age of death for the people that were listed.

**Other Elementary Math Activities
Created by Local Teachers:**

Secondary Math Activities

1. Check your local newspaper to learn the cost of a classified advertisement. Determine the cost of five ads that appear in that section. Write an ad that you would like to place in the newspaper and figure out how much it would cost.
2. Using a ruler, figure out the percentage of space on a given page for ads, pictures, stories and headlines.
3. On the front page of your newspaper circle all the numbers you can find and give the range. Determine the mean, median and mode.
4. Find a recipe you like in the newspaper and then go to the food advertisements and figure the approximate cost of the ingredients.
5. Look for examples in the newspaper of items that could illustrate the concept of congruence and explain your reasoning.
6. Determine the ratio of sales jobs to factory jobs in the classified ads.
7. Using the marriage announcements, calculate the average age of marriage for both men and women in your community. Do this for a period of at least six-weeks.
8. Newspaper photographs are not always the same size and the size that appears in the newspaper. Choose a photo in the newspaper that interests you. If the original was 4" X 6" what was the percentage of reduction or enlargement necessary to make it the size that appeared in the newspaper?
9. Read your newspapers birth announcements and obituaries. Determine the ratio of births to deaths. If the ratio remained constant and no one moved into or out of town for the next 10 years, what would the population be?
10. Using the classified ads find the average price of similar recreational vehicles such as boats, snowmobiles, motorcycles, camper trailers, etc.
11. Locate sentences of paragraphs in news stories which could be written as an "If ... then" formula.
12. Black out the actual cost of items in several display ads and have students estimate the costs of the products or services. Have them calculate the difference from the actual cost.
13. Scan the newspaper for examples of perpendicular, parallel and intersecting lines. Use a marker to highlight the lines.
14. In the classified ads find 5 cars for sale where mileage is given. Change the miles to kilometers. With those same five cars, figure the average price and the average model year.
15. In your newspaper find and circle words that illustrate the concepts of size, location, time, quantity, value and money.

16. Determine the square footage of your classroom for each of the following areas: floor, walls, ceiling, windows. Using the newspaper, locate advertisements for paint, carpet, tile or draperies and determine the amount of each you would need and how much it would cost.
17. Write an editorial stating why you believe the United States should or should not change to the metric system. Use facts you have found in news stories or advertisements.
18. Choose a recipe in your newspaper and convert the measurements into metric.
19. Research the monetary unit of a foreign country. Find the current value of that currency in the newspaper or on the Internet. Determine the cost of five items listed in display advertisements in your newspaper to the foreign currency.
20. Look for a grocery ad with a soft drink advertisement. Figure how many fluid ounces are contained in a carton or six-pack. What is the cost per ounce? Per quart? Per liter?
21. Collect newspaper advertisements that encourage savings. Answer the following questions:
 - What ads encourage savings?
 - How do the ads encourage savings?
 - Are there any ads that only appear to encourage saving?
 - What are some of the hidden costs in the ads?
22. Select three apartments or houses listed in the classified ads for rent. Do the following for each apartment you have chosen:
 - Compute the total rent for a year for each apartment.
 - Determine the average monthly rent based on the apartments you selected.
 - Determine the approximate size of each apartment.
 - Which of the three apartments you have chosen appears to be the better choice for the money? Why?
23. Your newspaper may publish school athletic league standing, showing games won and lost and percentages for each team. Are the percentages given accurate? Over a three-week period, which team experiences the greatest percentage gain?
24. Your newspaper may publish a summary of the previous week's weather. What was the average high temperature? What was the average low temperature? Convert each of the Fahrenheit temperatures to Celsius. Compute the average predicted high temperature for the coming week.
25. Create a chain calculation using numbers found in this week's newspaper. For example, multiply the number of pages by today's predicted high temperature; divide that number by the total score of a specific sporting event; then add the price of a specific used car found in the classified ads.

**Other Secondary Math Activities
Created by Local Teachers:**

26. Use a grocery store flier to practice “rounding off.” Round each of the numbers on the page to the nearest dollar; to the nearest multiple of 10 cents; etc.
27. Find an advertisement in the newspaper that lists a sale price and a regular price. Calculate the percentage of discount. In ads where the discount rate is given, calculate the selling price.
28. Create a graph using numbers found on the sports pages. Graphs might include win/loss ratios, number of points scored by each team, etc.
29. Determine the percentage of a specific page that is devoted to news, advertising, photos, etc. Can your students determine the percentage of the entire newspaper that is devoted to advertising?
30. Challenge your students to create math problems from this week’s newspaper. Exchange those with another student and solve.

Elementary Science, Health and Safety Activities

1. Many things around the home need electricity to work. Search through the newspaper and find as many things as you can that need electricity. How many did you find? How many of them do you have in your home?
2. Have a safety lesson and go through the newspaper and cutout ten things that can be dangerous if used incorrectly like knives, spray cans, tools, etc. Make a safety poster for the items you found.
3. Make collages of wild animals and tame animals or pets using newspaper pictures and headline words.
4. Cut out newspaper pictures of different forms of weather you may be studying. Mount them on posters and label them as clouds, storms, rain, snow, etc.
5. Construct a classroom bulletin board of pictures and stories cut from the newspaper that cause pollution. Divide them into air pollution, water pollution and noise pollution.
6. Follow the weather forecast for several weeks if your newspaper has a weather section. Why is weather information important? Try to find news articles about the effects of weather on your local area.
7. Find an article about a fire in your town. Create a poster stressing fire safety.
8. Read articles about home fires as they appear in your local newspaper. Discuss the causes of the fires and whether or not anyone was injured in the blazes. What steps could have been taken to avoid the fires?
9. Find photos and stories about pets. Create a notebook called "Taking Care of Pets."
10. Find stories about accidents and write safety tips on how they could have been prevented. Write a skit to demonstrate your safety tips to the rest of the class.
11. Pretend you are living 200 years from now. What has happened to the world because of pollution? Write a news article telling about this future world. (Review news stories in this week's newspaper to learn the elements of news writing style.)
12. Keep a notebook on any words about science you find in the newspaper with which you are unfamiliar. Write a definition for each.
13. Be on the watch for newspaper articles in your newspaper which discuss the impact of hunting and fishing in your area. Write an editorial supporting the rights of hunters and fishermen or detailing why these activities should be limited.
14. Create a machine that you think would save energy. Write a news story telling about your invention.

**Other Science, Health and Safety
Activities Created by Local Teachers**

15. Give each student a paper plate. Ask them to find pictures to paste on the plate that would create a healthy meal. Stress good nutrition.
16. Let each student create a notebook called “Advances in Science.” They should place articles into the notebook as they find them.
17. Look at the weather map in your newspaper. Predict what you think tomorrow’s weather will be. Create a chart of your prediction and the actual weather that occurred.
18. Create a collage of pictures from the newspaper of things that use energy. The students may want to categorize them by the type of energy used.
19. Examine the comic strips and find examples of things that defy the laws of nature. Examples, animals talking, a super hero flying, etc.
20. Cut pictures from the newspaper that show people showing emotions. Discuss how people show emotions. What are good ways to express emotions and what are inappropriate ways?

Secondary Science, Health and Safety Activities

1. Using your newspaper, collect product and service advertisements of things that were not available 30 years ago. Discuss the scientific advancements that have made these new products and services available to the public.
2. Cut pictures of animals and plants from the newspaper and on a large sheet of paper glue them into their species categories.
3. Study the periodic chart of the elements. Use a red marker to write the appropriate chemical symbols on articles, ads or anything else that mentions an element.
4. Find articles in your local newspaper that discuss water and/or air pollution and discuss the causes and possible remedies. Write a science fiction story telling how life could be in another 100 years if the pollution problem isn't solved.
5. Using the same articles as above, have a panel discussion on pollution and its effects on your community.
6. Keep a collection of newspaper articles that discuss a local health problem. Determine the most significant health problems for your community.
7. Find articles about potentially dangerous household substances, such as bathroom cleaners; drain openers, over-the-counter medications, etc. Make a chart of them; classify each substance as an acid or base and list the antidote needed if an accidental ingestion or overdose occurred.
8. Make a bulletin board of community health services offered in your town such as rehabilitation centers, poison control centers or Alcoholics Anonymous.
9. Draw a map of your county. During the semester look for articles about any type of conservation matters occurring in your county and cut them from the newspaper. Post them on the board around your map. Connect each with string or yarn to the location within the county.
10. Design a newspaper advertisement for a health care agency to run in your local newspaper.
11. Research the area of drugs, tobacco or alcohol and write an article that informs the local readers of the dangers of one of the substances.
12. Look in the classified ads to find job listings for the medical/health professions. What is the median pay range? Job requirements? Education requirements? Benefits? Opportunities for advancement?
13. Every week, look for any ads that may claim "cures" or "amazing break throughs" for diseases or other medical or cosmetic problems. Discuss those ads in class and the persuasion techniques used to

encourage people into purchasing the product or service offered.

Other Secondary Science, Health and Safety Activities Created by Local Teachers:

14. Cut out articles telling of the work and problems of local health agencies and services. Write a help wanted ad for a position at one of the agencies.
15. Study a story reporting an accident. Can you determine the probable cause of the accident? Could the accident have been avoided? If someone was injured, could the injury have been avoided or its severity reduced?
16. Using the grocery store flyers for this week, if the newspaper has any, ask you students to plan healthy meals for the next 7 days.
17. Have your students keep a clipping file of scientific and medical advances that are reported in the newspaper.
18. Collect advertisements for over-the-counter medicines. Discuss the accuracy of the claims made.
19. Let your students develop a method of making predictions. For example, given one article in the newspaper, can they predict how often the word “the” will appear in the newspaper?
20. Using photographs in the newspaper determine the percentage of people in the population who have dark colored hair and who have light colored hair. Do this for other characteristics.

Editors Note: The following listing was provided by NIE Information Service and was current as of July, 2004. NAA Foundation is grateful to NIE Information Service for sharing this valuable list for our publication.

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Albuquerque Publishing Co. Newspaper in Education, Nancy Wood, Director. P.O. Drawer J-T Albuquerque, NM 87103, (505) 823-3501, Fax: (505) 823-3774, e-mail: nwood@abqpubco.com. NIE Products: *ESL, the Newspaper, and the Classroom*-a set of over 170 cards using the newspaper to teach English as a Second Language. Sample sets and disks to print sets are available for purchase.

Breakfast Serials®, 859 South York St., Denver, CO 80209, toll free: (888)-827-9014, fax: (303) 777-0478, e-mail: info@breakfastserials.com, Web site: www.breakfastserials.com. Breakfast Serials, Inc. is a visionary media company dedicated to creating mass readership with serialized literature.

Serialized literature is an original, continuing story published over an extended period of time with planned, and dramatic interruptions. With professionally written and illustrated serial stories, and newspaper publication, Breakfast Serials builds a national readership. Even as we engage 10 million weekly consumers, in reality, they gather around only one family table.

By modernizing the form and function of 19th-century serialized literature, Breakfast Serials offers a new way to *exclusively* reach and engage upwards of 25 million consumers annually.

The Buffalo News, Warren Colville, President, Stanford Lipsey, Publisher, 1 News Plaza, P.O. Box 100, Buffalo, NY, 14240, Cindy Sterner, Manager of Educational Services, (716) 849-3477, Fax: (716) 847-1080, e-mail: csterner@buffnews.com. Founded in 1880 by Edward Hubert Butler. Newspaper produced daily. Daily circulation

210,000; Sunday circulation 304,000. NIE Product: Now You've Used It. . .Re-Use It! newspaper craft book, no charge.

CCI, Ltd., Craig Lancto, President. 315 East Windsor Avenue, Alexandria, VA 22301, (703) 548-1089, Fax: (703) 548-3296, e-mail: CannoisLTD@aol.com. Founded in 1997, Cours Cannois International (CCI) is a nonprofit educational corporation with offices in Alexandria, VA, and Cannes, France. CCI offers educational consultation, NIE workshops, and curriculum guides including: *Put Reading First, Newspaper Literacy, School-To-Work, The Book on Using the Newspaper for Character Education, and Government, Politics and Elections*. We are eager for suggestions for new materials. Check for availability of guides in French and Spanish.

CJHatcher & Associates Inc., Caroll Jordan Hatcher, Founder. 3395 S. Jones Blvd., #363, Las Vegas, NV, 89146, (702) 253-0709, Fax: (702) 253-0673, e-mail: cj@cjhatcher.com, Web site: www.cjhatcher.com. Established in 1987. Full-service educational consulting and publishing company. Designs, creates, and distributes curriculum guides for NIE. These are camera-ready and/or on disk, in booklet or tabloid format, and priced according to a newspaper's circulation size; 31 titles currently available. Also available from CJH: consultancy for projects and teacher training, NIE coordinator work-shops, program evaluation or start-up plans, and custom design of programs or curriculum to meet your market's needs.

Current Titles: *Reading to Follow Directions* (Pre K-2), *Dinosaurs and the Newspaper* (K-5), *Along Came a Spider* (narrative writing K-5), *Celebrate! Every Day's a Holiday* (K-5), *Fundamentals for Elementary Students* (state standards & basic competencies K-5), *Measuring Up in Mathematics* (K-8 and 9-12 versions), *Black History and the Newspaper* (2 books: Vol. I and Vol. II), *Native Americans* (6-12), *Multicultural Community* (4-8), *Earth Watch* (environmental awareness 6-12), *The Weather Page* (6-12), *Geography in the Newspaper* (6-12), *Presidents, Politics & the Process* (6-12, great for the Presidential Election and American History), *Civic Education in the Newspaper* (6-12), *Organizing Peace: World War II and Beyond* (6-12), *Drawing Conclusions* (political cartoons 6-12), *Fundamentals for Secondary Students* (state standards & basic competencies 6-12), *Special Education and Cooperative Learning* (K-12), *Survival Skills for the Student At-Risk* (6-12), *Literacy: Adult Basic Education* (used also for ESL), *Library Fun: Newspaper Activities for the Library* (6-12), *Multiple Intelligences* (K-6), *Hispanic Heritage: A Salute to Latino Americans* (6-12), *The Road to Now* (a look back at historical newspapers 6-12), *New Century News* (issues for the 21st Century 6-12), *Space Flight, The Complete Story* (a history of manned space endeavors and other space vehicles 6-12) and *Economics: Ideas, Concepts, and Applications* (6-12). New for the 2004-2005 school year are two curriculum guides addressing current events: *U.S. Foreign Policy: Investigating U.S. Global Relationships* (6-12), and *U.S. Domestic Policy: Understanding Issues on the Homefront* (6-12). Prior to 1987, Hatcher directed the educational services department for The Houston Chronicle Company, initiating NIE materials that addressed Texas state educational reform initiatives, and before that, she taught high school for 10 years.

Detroit Newspapers in Education, Sharon Martin, NIE Manager, (313) 223-4460, Fax: (313) 223-4278, e-mail: smartin@dnps.com. Weather Tracker (the fascinating world of weather through its most violent, dramatic forms). Teacher guides are available. Received NAA Program Excellence awards for original curriculum.

For the Kid in You, Carolyn Estes and Faith Wylie, Creators. *Oologah Lake Leader*, P.O. Box 460, Oologah, OK 74053, (918) 443-2428, Fax: (918) 443-2429, e-mail: kidinyou@aol.com. A syndicated Newspaper in Education feature designed for community newspapers, it provides information and activities appealing to a broad age range. It helps teachers use the newspaper in their classrooms, and can be used by families at home. For the Kid in You includes topics and classroom activities covering a range of subjects, including reading, writing, math, history, science and art. The activities and games provide a challenge for a wide age range of students (and also adult readers). The *Oologah Lake Leader* newspaper created For the Kid in You for their own Newspaper in Education program in 1994. The feature was so popular with teachers and readers that the *Leader* began offering it to other community newspapers in 1995. The feature is provided camera-ready SAU 4 column x 11 and in PDF format or if you prefer, is now available in 1/4 page format. Cost is based on newspaper circulation and is very affordable for today's tight budgets. An information packet is available on request.

Irma Feld Getz, Independent Consultant For Newspaper-in-Education, 1017 Annapolis Lane, Cherry Hill, NJ 08003, (856) 429-6952; e-mail: irmzie@aol.com, Fax: (856) 429-6232, Summer: 406 North Pembroke Avenue, Margate, NJ 08402, Phone: (609) 822-1476. If you are just getting started in NIE, or if you would like to expand your existing program, Mrs. Getz can help you in just about every area. She has been involved in NIE for twenty-two years. Irma began as an NIE consultant for the *Philadelphia Inquirer* and was employed there for eight years. She was the NIE Coordinator for the *Burlington County (NJ) Times* for five years. And for the past nine years, Irma has been a consultant for newspapers throughout the country...from those on the countywide level to those on the national level. In addition, Irma is an educational consultant for several school districts and conducts training seminars for them on using the newspaper in their classrooms. Previously, Irma was a classroom teacher for eleven years and very involved in creating curriculum.

In addition to sponsorship programs, Design-An-Ad, junior newspapers, essay program and representing newspapers at conferences and conventions, Mrs. Getz writes and conduct workshops in all subject areas and at all grade levels. She wrote the NIE activities for the Knight Ridder supplement, *The Holocaust...Remembering the Past; Safeguarding the Future*.

Irma has available basic NIE workshops as well as those in special areas: "The Study of the Holocaust and Genocide; Using the Newspaper as a Teaching Tool" (grades K-12); "Making the Transition from School to Work Using the Newspaper" (grades 6-12); "Beginning to Make the Transition from School to Career Using the Newspaper" (grades 3-7/special education) and "Open for Business...An Introduction to Entrepreneurship Using the Newspaper" (grades 3-7). All of Irma's workshops are hands-on and include a packet of lessons for educators. Teaching packets for sale are *Making the Transition from School to Work Using the Newspaper*, *Beginning to Make the Transition from School to*

Career Using the Newspaper, and Open for Business...An Introduction to Entrepreneurship Using the Newspaper.

Sarah Reed Gold, NIE Manager, The Review, 40 S. Linden Ave.; P.O. Box 2180, Alliance, OH 44601 (330) 868-5222, Fax: (330) 868-3273, e-mail nierev@aol.com.

Curriculum available: "The Story Plague," a 12-part serial story that introduces young readers to famous characters from children's literature. Join Billy and Marissa as they accidentally unleash a horde of story characters on their hometown, then scramble to fix the problem! Along the way, they meet Tom Sawyer, Robin Hood, Alice in Wonderland, King Arthur and a host of other famous characters as they collect clues to the identity of a mystery villain. Written by Chris Schillig. Illustrated by Steve Wiandt. "Dog Daze," a 12-part serialized story brimming over with animals of every kind. When Rusty Parker trades places with his pet Siberian husky, Nails, he thinks things can't possibly get any worse. But wait until you see what's happened to his friends! Comedy, adventure, and cliffhanger endings compel young readers to come back each week. Written by Chris Schillig. Illustrated by Steve Wiandt. For ordering information contact Sarah Reed.

"Sixty-Second Solutions," 12 story puzzles with separate solutions; each one a stand-alone story featuring 11-year-old Samantha Spade, self-described as "the world's greatest detective". Samantha manages to solve each mystery by the end of the story. The reader is challenged to solve the mystery too. We suggest that the solution runs the same week in the classified section giving NIE program managers an opportunity for additional sponsorship dollars. Twelve features including illustrations and twelve solutions on CD include a recommending reading book each week, to encourage partnerships with local libraries. Written by Chris-Schillig, illustrated by Steve Wiandt. For ordering information contact Sarah Reed Gold, NIE Manager, The Review, Alliance OH.330-868-5222 (phone); 330-868-3273 (fax) or email nierev@aol.com.

Hollister Kids, Peter Landry, Editorial Director, 3 E. Wynnewood Rd., 2nd Floor, Wynnewood, PA 19096-1917, (484) 829-0021 Toll Free: (877) 643-5437 (NIE-KIDS) or (866) 520-0115. Fax: (484) 829-0027. E-mail: contactus@hollisterkids.com. Web site: www.hollisterkids.com. Full catalog of NIE products: 16-page tabloid supplements with full-color covers and centerspreads; weekly Web site or in-paper features; new weekly Election Series, Super-Size Teacher Guides, plus smaller Teacher Guides for use with supplements or stand-alone. Interactive, searchable Web site for academic and seasonal topics, plus option to download free PDF samples. Products provided as CD-ROM or website download. We accept commissions to create new products and will customize existing supplements and features. Design-Only Service and Web Design offered through full-time graphics department. Prices tied to circulation. Range of discounts available for bulk purchases. Visa and MasterCard accepted. Hollister Kids' writers, editors, designers and artists have been honored 27 times in 9 years in national EdPress excellence competition, including 5 gold medals in last 3 years.

WEEKLY FEATURES: "Election Plus" (new six-week presidential election series to be written live during the last six weeks of the 2004 presidential race; comes with discussion and newspaper activities). "Newspaper Plus" (EdPress-honored current-events feature for kids with accompanying photo or graphic, classroom discussion points and use-the-newspaper activities). "Summer Plus" (light, recreational-reading feature with photo,

conversation points for families and use-the-newspaper activities). All available for Web site or in-paper, and can run in place of serial stories. Sent as e-mail. "WWII/D-Day60: A Paratrooper's Story" (10-week serial feature for school year or summer, tied to 2004 dedication of the National World War II Memorial.

NEWEST TABS (for release 2004-2005 school year): Titles with an (*) also have a Teacher Guide available. (Elementary) *Election 2004—In the Spotlight**; *A Little History*; *Math Carnival*. (Grades 4 & Up) *The Character of America*; *Election 2004: The Race for President**; *Multi-Media*; *Pioneers in the Classroom—African American History**; *Reach for the Stars—Great Discoveries in Space*; *Student Newspapers**; *WeatherPalooza*.

OTHER TITLES: (Elementary) *Action Against Violence*; *The Art in Earth*; *Back to School*; *Beezly Goes to the Hospital*; *Be Safe, Not Sorry*; *Community of Holidays*; *Earth Month**; *Fish Tales*; *Geography Vacation**; *Great American Wildlife**; *Let's Give Thanks—for Our Friends, for Our Families, for Our Lives; Moms and Much More!—Celebrate Mother's Day**; *News in Our Community**; *News Plus—Activities in Language, Social Studies, Math & Science*; *Triumph of the Spirit—Black History**; *This Is Your Community—Spanish/English**. (Grades 4 and Up) *Art Appreciation*; *Black History—Journey of Inspiration**; *Buggin'*; *Build Skills for Reading**; *Career Pathways to Success*; *Character Education*; *Character Education, English/Spanish*; *Revised Civil Rights**; *Dealing With Conflict*; *Drug Awareness*; *Earth Day**; *EarthWorks—Making Progress and Facing Problems**; *Fast Forward with Science**; *Feasts of the Holidays*; *The First Americans—Native Americans**; *Fitting In**; *Focus on Finance*; *Hispanic Culture and Heritage**; *Learn to Write**; *Lost Worlds—Adventures in Archaeology*; *Make the Reading Connection: Get Ready for Tests—and Life**; *Multi-Media*; *Science in the News**; *SHEroses**; *Sports Science*; *Steps to Better Reading**; *Study Skills**; *Summer Reading**; *Symbols of the Holidays*; *Trailblazers of Science & Technology—African American History**; *Underground Railroad**; *Words of Heritage—Writing Black History**; *Writer's Workshop**.

SUPER-SIZE TEACHER GUIDES These guides are loaded with use-the-newspaper activities that explore featured topics, plus more than a dozen activity sheets that teachers may photocopy and distribute to students. Each guide contains more than 40 activities—and every activity is tied to national and state standards! Topics: *Biology for All Ages*; *Black History*; *Writing Skills*; *Hispanic Culture & Heritage*; *Science, the Environment & Geography*; *Women & Diversity*. Activity sheets in Black History and Writing Skills guides also formatted for use as quarter-page in-paper NIE features.

Hot Topics Publications, Inc., Simply the Best for NIE. Owned and operated by Debby and Ned Carroll. PO Box 183, Wyncote, PA 19095-0183, (800) 352-5444, (215) 635-1120, E-mail: hottopics@comcast.net. Web site: www.hottopicsnie.com
NIE Products available as CD-ROM, in Quark Express or PDF, in 50-inch or 54-inch web size. Our award-winning products educate students while increasing circulation. Timely and popular topics are examined in NIE tabloid-size supplements with full-color covers. Teacher's guides available for many topics. AND NOW WE OFFER SERIAL STORIES, TOO. Prices tied to circulation. We also offer NIE consulting and teacher workshops. Hot Topics has won so many awards we can't count them anymore. They

include distinguished Achievement Awards from the Educational Press Association of America and we've been honored for excellence by NAA and SNPA. Hot Topics was selected to develop the National Literacy Day tab - twice! and the materials for NIE week (1999). We have been commissioned to produce materials for Parade Publications and USA WEEKEND Magazine and for state groups in Connecticut, Massachusetts, Florida, Virginia, Ohio and Kentucky as well and NIE programs in San Francisco, Philadelphia, Detroit, Denver and southern California. We also syndicate products created by newspapers for NIE. And, we offer discounts for multiple purchases - **BUY 3, GET 10% OFF or BUY 4, GET 5TH FOR FREE!**

New Tabs for 2004-2005: *Energy Makes the World Go Round, Save the Earth, American Women, Dinosaurs Rock, Drugs: Truth or Dare, Holidays Cruise*

Serial Stories: *Nancy Drew False Notes, Sally Was Silly but Willie Wasn't, Hardy Boys Secret of the Soldier's Gold, Tales from the House of Bunnica: Screaming Mummies of the Pharaoh's Tomb II, Class Pets: Survival School, Disas-Tour Inc.*

Other Titles

African-American All Stars, African-American Culture, African American Heritage, American Indian Readers Theater, Ancient Civilizations, Animals Alive, Black History in America, Building Self Esteem, Careers: Voyage into the Future, Cars, Conflict Resolution, Dear Author, Dollars and Sense, Don't Sweat the Small Stuff, Earth Day Everyday, Earth Patrol, Everyday Kindness, Exploring Diversity, Faces of America, Folktales, Fun with Words, Get Fit, Getting There: Map Skills, Gifts of Children With Special Needs, Greenhouse Earth, Growing Up in Russia, Hispanic Heritage, Law, My Weather Portfolio, NASCAR, Natural Disasters, No Child Left Behind, On With the Show, Optimistic Kids, Random Acts of Kindness, Read On, Reflections of African American Writers, Safety First, Schoolyard Science, Season of Holidays, SportsMania, Supermarket Smarts, Tapping into Technology, Teen Files, Testing, Testing 1, 2, 3, Triumphant Spirit, Water, WebWise, We Can All Get Along, Winter Holidays, Women in History, Word Wizards, Your Character Counts

NIE Series

Folktales, Word Wizards, Everyday Science, Timely Topics, Read On, Character Chronicles

Call us. We love to talk about NIE! (Or anything else, for that matter.)

Kannenberg Consulting, Diane Kannenberg, Educational/Media Consultant, 1005 Wendy Hope Drive, Galt, CA 95632, (209) 745-2845, Fax: (209) 745-2844, e-mail: dmkannenberg@jps.net. A full-service, affordable Newspaper in Education consulting business specializing in the creation and rejuvenation of NIE programs for newspapers of any size. Services include program development, award-winning teacher and parent workshops, classroom demonstrations, newsletter development, teacher calendars, award-winning curriculum writing (specializing in local curricula –which may include teacher guide, direct mail piece, and student assessment), assistance locating program funding through grants and sponsorships, facilitating contact with school districts, community involvement and partnerships, contests, NIE Week and other special event planning, ad

ideas, Power Point presentations, Web site assistance, and articles on NIE. All materials are customized for your NIE program. Materials are offered in both PC and Mac format. Example: *Get Focused* tab on vision care – second place winner for Special Projects at this year’s NAA Foundation NIE conference.

KRP, National Account Executive (866) KRP-IDEA (866-577-4332). 100 Midland Avenue, Lexington, KY 40508. Founded in 1991. KRP offers a full line of educational materials that include newspaper supplements, teacher guides, serialized stories, and in-paper products. NIE clients from more than 500 newspapers select products from the company catalog (available online after September 15 at www.krponline.com). KRP also meets special needs with customized products. Supplements focus on character development (three grade-level ranges), life skills (*Life is Expensive!*, *Skillfully Done*, *Fitness Head to Toe*, and others), language arts and social studies. Job Center pages explore more than 150 distinct careers. Serialized stories feature engaging illustrations. KRP also offers a Title 1 family involvement program and an in-paper life skills series in Spanish and English.

Kid Scoop, Vicki J. Whiting, President and Founder, P.O. Box 1802, Sonoma, CA 95476, (707) 996-6077, Fax: (707) 938-8718, e-mail:vicki@kidscoop.net. Kid Scoop is an award winning youth feature that is published in more than 250 newspapers nationally and internationally. Companion products include *Teacher Scoop*, a monthly teacher newsletter, *E-SCOOP*, a monthly email newsletter for teachers; and a video-based teacher training workshop. Kid Scoop also offers training and materials on how to raise revenue for classroom newspapers.

Kid Scoop Tabs were launched in response to newspapers asking us to reformat Kid Scoop pages into TABS. We now offer tabs on tobacco and nicotine addiction, safety, Earth Day, diversity and the history of rock and roll!

Whiting, a classroom teacher for 10 years, has been recognized for creating NIE programs that meet the needs of classroom teachers. She has worked with newspapers of all sizes for the past nine years. Whiting’s NIE Products have received program excellence awards from The California Newspaper Publisher’s Association and California Coordinators of Newspaper In Education, as well as awards from school district trustees and the Sonoma County Board of Education. Client list and information packet available upon request.

Knowledge Unlimited, Inc., PO Box 52, Madison, WI 53701-0052; Contact: Lisa Hansen, (800) 356-2303, ext 3008, Fax (800) 618-1570, e-mail: lhansen@newscurrents.com; Web site: www.knowledgeunlimited.com. Knowledge Unlimited has over 50 years of experience supplying NIE products to newspapers around the nation. Programs range from full-service weekly lessons to individual components that will compliment any size NIE program.

NewsCurrents: this weekly current events program is delivered via Online or by mail to more than 4,000 schools nationwide and supplied by more than 100 sponsoring newspapers as a part of their NIE programs. The NewsCurrents program is one of the most effective methods of motivating students to read

the newspaper. This program is designed to be offered in combination with classroom sets of the newspaper. NewsCurrents sponsors also receive free NewsCurrents Web site materials, camera-ready in-paper features (twice a year), and a free subscription to our weekly current events feature, The Quiz.

The Quiz: a weekly, in-paper feature available at no charge to our NewsCurrents sponsoring newspapers or it may be purchased separately for a very affordable price to individual newspapers. The Quiz is available via Internet download and formatted so you are able to highlight your NIE sponsors or to tie-in advertising!

NewsCurrents Extra!: Great weekly, educational content based upon our full NewsCurrents program but is designed for your newspaper's NIE Web page or Web site. Updated weekly (September through May), each weekly lesson includes; newspaper related activities, educational news stories with graphics, discussion questions, an online trivia quiz and Web Research links. This feature is a great place to recognize your NIE sponsors and build weekly traffic to your NIE web pages! Check out some of our newspapers' sites: www.latimes.com/tie The Los Angeles Times, www.tennessean.com/nie Nashville, TN or www.theoaklandpress.com Pontiac, MI www.nieworld.com The Daytona Beach News-Journal.

NIE Resource Materials: Knowledge Unlimited publishes a wide array of NIE materials including our popular teaching kits: *Everything You Need to Teach About the Presidential Election*, *Everything You Need To Teach About the Newspaper*, *Everything You Need to Teach About Editorial Cartoons*, and more. We also publish an NIE Teacher's Guide, and teacher's resource guides (*Understanding & Creating Editorial Cartoons*, and *The Living Textbook: Using the Newspaper in the Classroom*). These resources make excellent workshop handouts, prizes, or gifts. Call us for a complete catalog of our products and volume discount pricing.

Missouri Press Foundation, Dawn Kitchell, State NIE Coordinator. 19753 Valley View Dr., Marthasville, MO 63357, PHONE/FAX: (636)932-4301, E-mail:kitchell@yhti.net. Missouri Press Foundation offers more than a dozen historical fiction children's serial stories to newspapers nationwide. Our serials are unique in their camera-ready format, small space requirements, activities included within each chapter and affordability, even for the smallest community newspapers.

And now available — *Lewis & Clark: Exploring Another America!* This 16-page newspaper tabloid celebrates the 200th anniversary of the Corps of Discovery through artifacts and documents gathered from museums across the country. A companion teacher guide ties the past to the present through newspaper activities.

For more information, other products and samples, visit our Web site at www.mopress.com and link to our NIE pages.

NAA Foundation, Jim Abbott, Vice President, NAA Foundation, 1921 Gallows Road, Suite 600, Vienna, VA 22182, (703) 902-1730, Fax (703) 902-1751, e-mail: abboj@naa.org. Each year the NAA Foundation provides a Literacy Day tabloid to be used on or around September 8, International Literacy Day and curriculum guide to be used during NIE week - the first full school week of March. (March 7-11, 2005) They

also have a catalog of other materials available. The NAA Foundation runs an E-Forum which connects more than 950 NIE professionals by an E-mail listserv. Contact them for information on how to access this free service. *Foundation Update* is the free newsletter of the Foundation. Newspapers do not have to be a member of the Newspaper Association of America to use services of the NAA Foundation.

News Relief Inc., Ann West, President, 9521 Vista Drive, Lenexa, KS 66220, (913) 397-7676, Fax: (913) 397-0296, e-mail: ann@newsrelief.com, Web site: www.newsrelief.com. Founded in 1987. Provides publications and training services. Curriculum guides are camera-ready and priced according to circulation size. Also offered by contract, are special design curriculum guides, workshops and graduate-credit courses, NIE start-up and maintenance consultation, and association presentations.

Current Titles: *On the Sidelines, It's NIE for K-3, Reading Realities, And Time Marches On, Life Skills in the News, Newspaper Journalism, Comic Strips . . . Newspaper Capers, Mathematics in the News, Science in the News, Geographical Challenge, NIE. . . It's Elementary, A Plan for All Seasons, Speaking of Language (ESL), Football Fan Fare, Elections, Election Primary (K-3), News AD Vantage, Hit the Hoops*. Call for a catalog, page samples, pricing schedule. Twenty-four offerings currently available; 15 Canadian versions. Personalization service for camera ready guides available at versions. Personalization service for camera ready guides is available at additional cost. Multiple purchase discounts available if purchasing four (4) or more guides at one time.

Most Recent Publications: *The Sunday Edition* (using the Sunday newspaper publications in the classroom, grades 5-12); *Hoops!* (Crossing the curriculum with high school prep, collegiate, amateur basketball, 4-12); *Art Concepts In The News*, (5-12); *Character Education Through the Newspaper*, (5-12) and *The News Millennium*, (5-12), *The Road to Now* (5-12) and *New Century News* (5-12). Guides may be purchased on ZIPdisk, MacIntosh Formatted in Quark Xpress for a fee of \$300 plus circulation purchase rate. Please visit News Relief, Inc. Web site to view book descriptions, samples and tables of content. Order form at the Web site provides specific price categories for your circulation size.

Newspaper in Education Institute (NIEI), Doug Alexander, 7009 Varnum St. Landover Hills, MD 20784, 202-636-4847, Fax: 202-526-8094, E-mail: dalexander@washingtontimes.com, Web: www.nieinstitute.org
Specialty: The NIE Institute is a 501(c)(3) non-profit NIE educational organization. NIEI provides resources to help NIE programs develop sponsorships, grants and other creative sources of funding and also high quality NIE instructional resources and student supplements.

Services Provided: Nearly 100 Free NIE instructional resources, a variety of funding resources, bulk CDs as low as \$1.00 each, processing of tax-deductible donations/grants including required IRS paperwork for fees as low as 5%, grant prospect searches on a database of 68,000+ non-profit foundations and corporate-giving programs, samples of successful NIE grant proposals, and regular communication by e-mail providing new funding and instructional resources.

NIE Resource Center, Kay O'Malley, Director and NIE Specialist. 503 Highway 71, Spring Lake Heights, NJ 07762. (732) 974-2113; FAX: (732) 974-0221; e-mail: kayonie@aol.com. Consultant to existing or new NIE programs.

Kay O'Malley has over 20 years' experience in Newspaper in Education, including start-up of the following New Jersey NIE programs: *The Star-Ledger*, *The Home News*, *The Herald News*, *The Jersey Journal*, and nine weekly newspapers, including *The Ridgewood News and Suburban Trends*. She continues the day-to-day, ongoing management of NIE programs at *The Herald News*, *The Jersey Journal*, and nine North Jersey Media Group weekly newspapers .

Kay's experience covers large and mid-sized dailies as well as small weeklies. Services range from conception of a single project or contest to complete program development or overhaul, including goal-setting, teacher-training, curriculum development/selection, and sponsor partnerships. For many years, Kay has also directed newspaper-sponsored education programs, such as the spelling bee, science fair, and teacher recognition programs.

Over the years, Kay has presented over 500 NIE workshops, and has garnered awards for client newspapers at the community, state, and, most recently, national levels.

The NIE Resource Center is open for one-on-one, customized training for new NIE professionals. Located in a beautiful seashore resort area, clients may plan their stay for several days to totally immerse themselves in NIE...by the sea!

New York Newspaper Publishers Association – NIE Program, Mary Miller, NIE Coordinator. 120 Washington Avenue, Albany, NY 12210. (518) 449-1667; FAX: (518) 449-5053; E-mail: mmiller@nynpa.com; URL: www.nynpa.com/nynpa/nie/index.shtml. This program offers support to member newspapers in form of training, curriculum development, and umbrella non-profit status through the New York Newspapers Foundation. Available curricula and teachers' guides include: *Use Newspapers to Rediscover New York State*, *Newspapers + Math = Fun*, *Newspapers Make the Write Connection*, *Newspapers: The Core to NYS English Language Arts*, 3 editions of *Famous New Yorkers*, *The Great Depression* and *Learning the Law*. All curricula are aligned with the NYS Learning Standards. A quarterly newsletter, NYNPA NIE News, and group e-mail are used to maintain communication.

North Carolina Press Foundation, Newspaper in Education, Sandra Cook, Statewide Coordinator, CB 3365, Carroll Hall, Chapel Hill, NC 27599. Phone: (919) 843-5648 and fax: (919) 843-4734, e-mail: sandynie@unc.edu. NIE Products: *Newswriting*, a 55-page student guide emphasizing reading and writing, organized around the sections of the newspaper. Also available: *The Newspaper Link to Character Education and Citizenship*, a 140-page series of student sheets built around graphic organizers.

On the Mark Media, Specialty publication division of Tribune Media Services, 435 N. Michigan Avenue, Chicago, IL 60611. Rick DeChantal, Product Manager, (800) 245-6536, Fax: (312) 222-2581, e-mail: rdechantal@tribune.com. Knight Ridder/Tribune's imaginative editorial packages are designed to get young readers into your newspaper and onto your Web site. Weekly features let you choose the audience you need to reach: *Yak's Corner* (ages 6-11, games, puzzles, educational activities, fun facts and cool interactively); *KidNews* (ages 8-13, bright features, appealing graphics and photos) and

KRT Teens (ages 13-18, compelling issues affecting today's teens). *KRT Kids* features weekly content and special NIE sections with teachers guides in a variety of formats to fit your budget and newshole. Visit www.krt.com/kids/ for an online preview.

The Palm Beach Post, Education Services Dept., Sara Hornor, Curriculum Specialist, P.O. Box 24700. West Palm Beach, Florida 33416-4700, (561) 820-4665, Fax: (561) 837-8311, e-mail: nie@pbpost.com. *The Palm Beach Post*, Educational Services department has received awards for original curriculum and program excellence from NAA as well as recognition from the Florida Department of Education.

PA Newspaper Association Foundation NIE committee, Tracy Metz, Assistant Foundation Director. 3899 North Front St., Harrisburg, PA 17110. (717) 703-3003, FAX: (717) 703-3008, E-mail: tracym@pa-news.org. Award winning NIE Committee for the Pennsylvania Newspaper Association Foundation has produced several curriculums covering such topics as *Uncommon Women*, *Teamwork*, *Heroes*, *Mathematics*, *Language Arts*, and *Reading*. Produces the NIE Week poster for the past 19 years. Also, have T-shirts, sweatshirts, Post-It Notes, tote bags with the poster imprinted on the item at reasonable costs.

Additional NIE products and services: *50 American Heroes Every Kid Should Meet*, CD-ROM for an in-paper feature consisting of information on each hero; a photo to be used in the paper; and teacher guides with a page devoted to each hero. Teacher guides follow the academic standards for any state. Other curriculums are: *Heroes & the Newspaper*; *Newspapers: Framework for Language Arts Standards*; *Newspapers + Math = Fun*; *Newspaper Activity Centers*; *Newspaper Activities with Young Children*; *Newspapers Make the "Write" Connection*; *Real World Teamwork*; *Uncommon Women*; *What's News? Deadline, Byline, Online*; *Dr. Seuss Meets Howard Gardner*; and a brochure dealing with Sensitive Issues.

Pigskin Geography, Slam-Jam Geography, Fastcar Geography, Fastcar Math and "March Mania," Alfred J. Wilson, President, PO Box 1433, Roanoke, Texas 76262. (683) 831-1843, Fax: (682) 831-1806, e-mail: wilgeog@sbcglobal.net Web site: www.pigskingeography.com. Providing relevant and practical weekly United States geography lessons based on the schedules of the NFL, NBA and NASCAR teams. "March Mania" contains weekly activities for the month of the NCAA tournament, and is a circulation booster by turning NIE Week into NIE Month. Each program requires extensive student use of the newspaper. Instructional guides are loose-leaf, camera-ready and moderately priced according to circulation size. Client list, references and information packets available upon request. Al's NIE experience dates to 1962. Received nationwide publicity as principal of an elementary school that used the newspaper exclusively as their educational tool for 11 years resulting in dramatic increases in achievement. Available for NIE consultation and workshops.

Post-Star Newspaper Serial Stories, PO Box 2157, Glens Falls, NY 12801, (518) 792-3131, Mike Peterson (ext. 3370), Lisa Sax (ext. 3270). FAX: (518) 792-6867, www.teachup.com/samples, or e-mail serials@teachup.com. Serial stories with an emphasis on literary quality and standards-based curriculum tie-ins. Free teaching guides included on disks and also available to teachers and readers on-line.

Fiction: "Ariadne and the Magic Thread," "The Middleman," "The Legend of Perseus," "Andrew Lang's Fairy Tales." Non-Fiction: "Woman of the World: The Story of Nellie Bly," "Voices of America." Bonus disk of classic children's poetry and patriotic holiday themes with second purchase, bonus disk of fairy tales with fourth purchase.

Prices, order forms and sample chapters available at www.teachup.com/samples, or email serials@teachup.com

David Powell, Graphic Artist-Illustration/Cartoon drawing/Painting. S&D Powell Reg., 6075 Clark, Pierrefonds, Quebec, Canada, H8Z 2G3, (514) 987-2375 or (514) 684-8272, Fax: (514) 987-2630. Over 15 years of experience preparing a wide variety of graphic art services for newspaper sections or theme-pages, School Bus Safety booklet, Bicycle Safety section, illustrations for personal finance book, full color NIE posters, realistic wildlife illustrations, acrylic/oil paintings, bookmark, T-shirt and coffee mug images, NIE generic themes, story boards for TV commercials, company logos, caricatures, etc. All work provided camera-ready as per clients' requirements. Samples of our work appear frequently in *NIE Information Service* and *Circulation Idea Service*, both publications produced by RCAnderson Associates. Other samples appear in NIE projects produced by *Montreal Gazette* and can be seen by contacting David Powell at one of the above telephone numbers.

RC Anderson Associates Inc., Roger Scalzo, President, P.O. Box 300, Pittsford, NY 14534. (585) 248-5385, Fax: (585) 248-9551, e-mail: RAnde5165@aol.com. Founded in 1986. Publishing company specializing in circulation and Newspaper in Education publications. Monthly subscriber publication, *NIE Information Service*, now in its 25th year, keeps educational services professionals current about newspaper and education issues and trends, NIE ideas and materials as well as supplies camera-ready NIE lesson plans and activities. *Circulation Idea Service*, (monthly) and *Publisher's Circulation Reference* (four times a year) serves daily and weekly newspaper subscribers, respectively, with circulation management and marketing ideas, information, and commentary. *Circulation Marketplace*, (six times a year) provide total market coverage reaching every circulation manager of a daily or tri-weekly newspaper in the United States and Canada.

Additional NIE Products and Services: (Guidebook) *NIE Sponsorship, Sales and Fundraising*; (Teacher/Student Guides) *A Closer Look at Newspaper Advertising, In My Opinion, The Newspaper and Persuasive Writing*; (Activity Cards) *50 Fun Thing Kids Can Do With a Newspaper, NIE Idea Corner: The Rainbow Collection*; (Learning Packet) *Design a Public Service Ad plus Violence in Society* lesson plan; (Contest) *Bright Ideas-NIE*; (CD) *NIE Image Library Clip Art*; and (Poster) *Discover the World NIE*.

Special Products Free to NIE Information Service Subscribers: *Operation Target Date* supplement (updated in the January issue); *NIE Service Providers Guide* (updated in the August issue); *NIE Discoveries by the Dozen* activity/game boards (March issue); and yearly indexes of *NIEIS* columns, articles and learning activities (February issue)

The Tennessean, NIE Department, Melissa J. Spradlin, Educational Services Manager. 1100 Broadway, Nashville, TN 37203, (615) 259-8032, Fax: (615) 259-8083, e-mail:

mspradlin@tennessean.com. Provider of *Project: Solution*, 18 character education tabloids, two levels per topic: K-2 and 3-4, *Project Solution* tabloids offer educators, parents and children in kindergarten through fourth grade the means to explore character education development in an entertaining format with activities, stories and graphics that children love. These supplements help teachers address underlying components of all eight goals in the GOALS 2000 program, particular goals of children's core competency skills and safe schools. Encourages parent/guardian involvement in the topic at home. Call, fax or e-mail Melissa Spradlin for topics, technical requirements and prices. Tabloids available only on CD-ROM.

Providers of "Sacagawea's Journey," an original serialized story. This illustrated, 8-chapter, fictionalized story follows Sacagawea and the Lewis and Clark Corps on their adventure journey. Targeted to students in grades K-4, the story can be published in your newspaper and on your Web site. A teacher's guide is also available. Call, fax or e-mail Melissa Spradlin for an information packet.

Times-News Publishing Company, Michele Terry, NIE Director, PO Box 481, Burlington NC 27216, (336) 506-3071, Fax: (336) 229-2462, e-mail: Michele_Terry@link.freedom.com. *The Times News* NIE Department offers the following in-paper features to other newspapers: "Character Corner" (1/2 page weekly or monthly), "Summer Fun Work" (1/2 page weekly for the summer months) and children's safety features on eight different safety topics.

Trivia Queen Enterprises, Her Majesty Janet Spencer, founder & queen. P.O. Box 1881, Helena, MT 59624. Toll Free 866-TRIVIAQ. Fax: 509-271-9754, e-mail Janet@TriviaQueen.com, website: www.TriviaQueen.com. Established in 1987. We educate, entertain, and enlighten with upbeat, offbeat irresistibly interesting features using trivia as a teaching tool. Our trivia columns tell a tale; inspire wonder; and encourage curiosity. We offer creative curricula-building materials that are easy to implement and ready to sell. By mixing facts with fun, we foster fascination. We offer a wide variety of daily and weekly columns, in-paper serials, full-page features, and 'build-your-own-tab' services.

Current columns include "Word Weaver: Discoveries from the Dictionary" (building language skills by understanding stories behind words); "Quote Quest" (practicing alphabet skills with a word-search game that challenges readers to find the hidden quote); "Fact Compactor" (condensing the how's and why's of our world into a tight package that explains the basics of science); "Twisted History & Forgotten Footnotes: Moments Worth Remembering" (making history fun by looking at important and not-so-important things that happened this week in history); "Eye Poppers, Jaw Droppers & Heart Stoppers" (whimsical cartoons illustrating odd and obscure bits of information); "Quiz Wiz" (a mind-bending trivia quiz); "Quick Quirks" (thought-provoking story problems); "Birthdays & Balderdash" (celebrating people whose birthday 'presence' made a difference in our lives); "Cutting Corners for Kids" (arts & crafts using pieces of paper and your imagination); and "Totally Trivia" (giving editors an opportunity to design and build their own tabs using trivia related to any of over 200 topics). Prices according to circulation. Available by e-mail or on CD. See samples at www.TriviaQueen.com.

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www.vocabulary.com: created and published by Jan and Carey Cook; PO Box 7727, Menlo Park, Ca. 94026; 650 854-3132; fax: 650 854-9698; email: jancook@vocabulary.com — Web site: www.vocabulary.com

Our FREE NIE products are thematic content that follow the school calendar. Vocabulary words that meet state learning standards relate to specific dates and topics to help educate the students and aid teachers by offering interactive online content as well as printable activities. The teachers, armed with this valuable resource, will tie in even more closely with NIE features throughout the year. Current thematic features are: Sports-Football, Basketball and Baseball; Character Education; Elections and Civics; Top SAT Words; Halloween; Monsters; Lewis & Clark and Sacagawea; California Gold Rush; Turkey Day; Holiday Traditions; Wizard Words (thank you H. Potter); Valentines Day; St. Patrick's Day; Shakespeare; March Madness; Women in History; Earth Day; Independence Day; Zodiac Puzzles.

Easy to navigate, the goal of these FREE vocabulary puzzles on the Internet is to give NIE teachers an educational vehicle for students, the general public and teachers that reinforces word recognition. www.vocabulary.com includes vocabulary enrichment using Latin and Greek roots to help decode difficult vocabulary. The site includes 7 different exercises (fill-in-the-blanks, definition match, crosswords, word finds, synonym/antonym encounters, true/false and word stories), 24 topical subjects often requested by NIE (see above), multiple lesson plans, vocabulary for 80 recommended texts and suggestions for usage.

Testimonials: More than 200+ NIE'ers use our products. More than 140,000 unique visitors per month come to our site and view over 8 pages per visit. Nearly 13,000 schools have registered participants. To see names of the schools in your area go to the link http://www.vocabulary.com/VU_50states.html The Cooks created www.vocabulary.com in 1997. In addition to efforts to supplement NIE offerings, Tribune Media Services (print) and Universal Press/uclick LLC (online) syndicate our daily vocabulary puzzle, Rootonym®.

New thematic features for 2004-2005 will be: Health, Fitness & Nutrition; War & Confrontation; Multi-Science; Photography; and Greek Mythology. Myvocabulary.com, a new 39 week vocabulary lesson plan product, will be offered free in the fall - teacher registration and password required. Permission: NIE professionals have our permission to reference our content in their newsletters, use copies of our Web pages in their workshops and, of course, link directly to our Web page, www.vocabulary.com from

their own homepage. Publication in NIE newspaper sections is also permitted, but please send us the tearsheet.

Read the *NIE Information Services* for details on other new products as they become available.