NIE:
Getting Started
A Guide for Newspaper In Education Programs

Edited and Revised by
Jim Abbott, Vice President
Newspaper Association of America Foundation

Revised 2005
NIE: Getting Started

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Newspaper Association of America Foundation

To Newspaper Managers:

If you are about to start your first Newspaper In Education (NIE) program, this is the book for you. If you have been asked to take over or revive an existing NIE program, this book is for you, too.

Whether you hold the position of publisher, circulation or promotion manager, or are a brand-new NIE professional, by the time you have read this book, you will understand the major elements of putting an NIE program in place.

_NIE: Getting Started_ offers advice from NIE leaders throughout the United States and Canada. It takes advantage of several decades of growing sophistication in NIE’s education and marketing approach.

Don’t be put off by the size of this document. It is thick because we have covered all major aspects of NIE administration, promotion and curriculum design in great detail. Everything you will need to tailor-make your own plan and to put it in place is provided.

Many alternative approaches are offered in this manual. You can determine which ones are appropriate to your situation or circulation size by answering certain questions contained in the book.

We appreciate the opportunity to work with you to make certain your NIE program will benefit your newspaper, students, teachers and community.

If we have not yet talked to you by phone, please call. We answer questions about educational services every day. NIE is one of the NAA Foundation’s flagship programs. Nothing is more important to us than your success. We are here to serve you and help you make that success a reality.

NAA Foundation also operates an E-Forum – mass e-mail system – just for NIE professionals. The NIE E-Forum will put you in direct contact with nearly 1200 other NIE professionals who are ready to offer suggestions, help and guidance. Directions for joining the NIE E-Forum can be found on the next page.

For further information, contact NAA Foundation staff at (703) 902-1730.

Revised 2005
Publishers
Circulation Managers
Promotion Managers
NIE/Educational Services Professionals

Before doing anything else to start or expand your NIE program …

Contact the NAA Foundation, your state or regional NIE Committee and join the NIE E-Forum.

Many state or regional press organizations have an NIE committee or a staff person responsible for assisting NIE professionals. Your state press association can put you in touch with the committee chairperson or state contact.

The NAA Foundation offers a free NIE E-Forum which is a mass e-mail system connecting many NIE professionals throughout the USA, Canada and several foreign countries. This service connects your program to many others and is a wonderful place to seek answers to questions you may have.

Becoming a member of the NIE E-Forum is simple and free. Follow these easy steps:

 ✓ Open your web browser – the way you find things on the Internet
 ✓ Type in this address: http://e-forum.naa.org/read/. Press Enter.
 ✓ You will be taken to a long list of E-Forums that are run by NAA. Scroll down the list until you come to Foundation and then NIE. Select “Join this Forum.”
 ✓ On the first page of the NIE E-Forum you will be asked to supply your e-mail address. This must be your complete address including the .com or .net or .org at the end. Example: abboj is not a complete address. abboj@naa.org is a complete address.
 ✓ You must also supply your name. You may select a password if you want but it is not necessary.
 ✓ Press enter and your request to join the NIE E-Forum will be forwarded directly to NAA Foundation.
 ✓ A list administrator must approve your application before you become a member of the E-Forum. This may happen very quickly or take several days, depending on the availability of the administrator.
 ✓ You will receive a welcome message when you have been added to the E-Forum. That message will give you complete instructions on using the E-Forum.

Sign up for NIE conferences and workshops sponsored by the NAA Foundation or your state and regional NIE committees. You can learn from your NIE colleagues at these sessions by asking them questions and viewing the work they have done as they have moved from the position you are in now to become experts in developing NIE programs.
In addition to these conferences and workshops, the NAA Foundation and most state and regional NIE organizations have a variety of newsletters and other NIE services that will make the job of any educational services manager easier, more fun and more effective.

Consider seeking a mentor at a NIE program in your area. Many NIE professionals will allow a new NIE manager to spend a day or two with an established NIE program to see how it works.

An extremely valuable resource for both new or veteran NIE professionals is our web site, www.naafoundation.org. On our site you will find a wealth of information.

On the home page you will find information about our latest products and services, all available to you at no charge. While on the home page, click on the tabs in the blue bar near the top of the page. Be sure to click on “Events” to learn about things happening at the national and state level that will be of interest to your NIE professional. Also check the “Awards/Grants” tab to learn what is available.

Click on “Newspapers In Education” for a world of information and resources. The main page gives information about our latest initiatives. The right column offers many resources. The top block links to our latest publications.

The NIE Resources section provides links to many resources. Be sure to check the “NIE Reports & Publications” link to see a complete list of research reports, curriculum guides and in-paper features, all available to download at no cost. These can help you deliver great curriculum to teachers in your area and can help you in writing grants and developing promotional materials.

The link “NIE Web Sites & Resources” takes you to hot links to hundreds of NIE web sites at individual newspapers that will provide you with great ideas for developing your own site. The Vendor link takes you to the web sites of many commercial vendors providing products and services to NIE. There is also a comprehensive listing of other useful Internet resources for your program.
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Section I

Understanding The Educational Services Program
NIE: What is it?

NIE, the acronym for Newspaper In Education, is the name of an educational partnership between the newspaper industry and participating school systems.

In this cooperative venture, schools use newspapers to teach a variety of subjects – history, reading, social science, math, economics, composition, journalism and government, to name a few – at all grade levels.

To make NIE happen, key people are needed at the schools and the newspaper. At schools, principals, teachers and curriculum supervisors should participate in the NIE program. At the newspaper, managers, marketers, news and editorial staff, delivery personnel and NIE representatives must become involved. Moreover, NIE succeeds only if a close relationship develops between the schools and the newspaper. These relationships need time to develop.

The reach of NIE has expanded tremendously over the decades. When programs were first introduced in the 1930s, they were aimed mostly at secondary school students and were used to teach current events or a two-week unit called “What is the newspaper?” Today, there are programs and activities for preschool through college and beyond. Outside the school walls, NIE programs can be found in prisons, senior citizen centers, institutions for physically and mentally challenged, in college residence halls, and in classes for new residents from other countries that are learning English.

Since the early 1980s, many NIE programs have included an emphasis on literacy in their communities. Most of these use the newspaper to teach adults as well as young people how to read, often in a family setting. Others

Benefits to schools:
- Sharpens thinking skills.
- Increases student’s interest and motivation by providing study materials relevant to their lives.
- Prepares students for active citizenship in their democracy.
- Heightens teachers’ interest in new teaching techniques.
- Involves schools in the lives of the communities they serve.
- Improves relations with student’s families.
- Responds to the needs of local businesses as future employers.
- Helps prepare students for state and national standardized tests.

Benefits to the newspaper:
- Encourages long-term readership. Studies have shown that the most avid newspaper readers began reading the newspaper and using it as a resource early in life.
- Improves public and community relations.
- Increases circulation. Schools may require thousands of copies per week or month.
- Increases revenue through special sections and a guaranteed audience through NIE.

Benefits to the community:
- Enhances the quality of citizen participation in schools and local government through better mutual understanding among journalists, educators, students and parents.
- Transforms students into interested, active citizens.
- Recognizes newspapers as the main source of continuing education for members of the community once they are no longer in the classroom.
concentrate on making the public aware of literacy problems or on bringing community groups together to support literacy programs.

Creative and energetic educational professionals at various newspapers have generated an array of additional NIE offerings. Some newspapers have sponsored “Design-an-ad” contests, with the winning entries running as newspaper display advertisements for local businesses. Others have organized writing programs or mock trials addressing First Amendment issues. Many help teach or otherwise support journalism at local high schools. The potential for innovative educational programs seems to be limitless.

Quality NIE programs now organize their curricula offerings to schools so that they help the teachers meet state mandated standards. The advent to high-stakes, standardized tests have created a need for materials that will help students master those standards. NIE programs no longer seek to teach about the newspaper but now position themselves as the most relevant program available to help students master the concepts and content needed to successfully pass the state exams. A new NIE professional should obtain a copy of the standards that students must master in your local communities. Those are available through the city, county or state office of education.

It is important that the NIE professional work with local educators to determine the needs of the school system when developing a new NIE program.
History of NIE

You are joining an educational program with a long and proud tradition. Here are a few milestones that date back farther than you may suspect:

June 8, 1795*

The Portland (Maine) Eastern Herald published an editorial that read as follows:

“Much has been said and written on the utility of newspapers; but one principal advantage which might be derived from these publications has been neglected; we mean that of reading them in schools, and by the children in families. Try it for one session – Do you wish your child to improve in reading solely, give him a newspaper – it furnishes a variety, some parts of which must infallibly touch his fancy. Do you wish to instruct him in geography, nothing will so indelibly fix the relative situation of different places, as the stories and events published in the papers. In time, do you wish to have him acquainted with the manners of the country or city, to the mode of doing business, public or private; do you wish him to have a smattering of every kind of science useful and amusing, give him a newspaper – newspapers are plenty and cheap – the cheapest book that can be bought, and the more you buy the better for your children, because every part furnishes some new and valuable information.”

*Consider using the 1795 quotation, or this entire history, in your teacher workshop presentations.

1930s and 1940s

A handful of newspapers, including The New York Times and The Milwaukee Journal, sponsored programs on their own, including delivery of newspapers (sometimes yesterday’s, free of charge) plus curriculum aids and teacher training. Iphigene Ochs Sulzberger, wife of the publisher of The New York Times, was unaware that she was becoming the “mother of NIE” when she lent her support to the requests of New York City teachers for delivery of the Times to school classrooms. As the Times program developed, it concentrated as much on delivery to individual college students as it did to public school classrooms. Later the Times program was offered nationwide, not just in New York. As other newspapers became interested in NIE, The New York Times staff often generously mentored their employees in starting programs. While no official name was yet affixed to the school use of newspapers, the “Living Textbook Program” was sometimes used to describe the newspaper’s fresh curriculum material available on a daily basis.
1950s

This was the decade when the school use of newspapers became a nationally supported program. Keeping pace with educational trends that were shifting from studying the past to studying the present, the newspaper was used to teach current events. In 1954, C. K. Jefferson, a circulation executive of The Des Moines Register and officer of the International Circulation Managers Association (ICMA), persuaded the Des Moines school system to survey 5,500 secondary school students to find out how they spent their leisure time. He was upset to learn that 30 to 40 percent of them did no reading outside the classroom, and those who did spent only one-third as much time reading as they spent watching television. Jefferson approached the National Council for the Social Studies (NCSS), which had already published a pamphlet series on “How to Use Daily Newspapers,” and the National Council of Teachers of English. Both organizations passed resolutions supporting research on the use of newspapers in schools. In 1956, representatives of 10 major professional organizations in education and the newspaper business met at the Drake Hotel in Chicago to plan the research. It was this research in 1957 that led to the establishment of a national “Newspaper in the Classroom” program, first sponsored by ICMA and later taken over by the American Newspaper Publishers Association, which became the Newspaper Association of America in 1992. Two of the people who directed the research – Merrill Hartshorn, executive director of NCSS and John Haefner, professor of social studies education at the University of Iowa, Iowa City, and former president of NCSS – subsequently devoted more than three decades to guiding the national program. The first manifestation of the national program was the development of three annual graduate credit summer workshops that trained up to 100 teachers each year in the classroom use of newspapers.

1960s

The number of newspapers sponsoring NIC programs passed the 100 mark during this decade. The programs encouraged teachers of students aged 9 to 14 to devote two weeks to the study of the newspaper; what it is, how it is produced and how to read it. There was little emphasis yet on the continuous use of the newspaper as a supplementary text in various curricular areas. Local newspapers began to conduct their own promotional and in-service workshops. Some started graduate-credit college workshops similar to those offered on the national level. Most local programs still gave away newspapers, although some began to charge half-price, especially those serving large metropolitan school districts. In 1965, the ANPA Foundation was established as the tax-exempt, charitable clearinghouse for the Newspaper in the Classroom program.

1970s

The ANPA Foundation became well known as the major U. S. sponsor of NIC during the 1970s. The Foundation shifted from serving local educators to acting as a catalyst to help local newspapers serve those educators. By the mid-1970s, more than 350 newspapers
sponsored local programs. Canada’s programs became a vital part of the picture. In fact, it was the Canadian Daily Newspaper Publishers Association that originated a new title for the program, “Newspaper In Education,” recognizing the expansion of the educational use of newspapers to institutions and organizations beyond the traditional classroom setting. The ANPA Foundation followed suit in 1976, and the “NIE” title stuck. Many newspapers employed educators to promote and administer the program. Educational services departments with several staff members were established at some of the larger newspapers. Because of newsprint costs and the potential for increased circulation counts, almost all programs began to charge half-price for school deliveries. The yearly NIE Conference became a “must-attend” session at which NIE professionals traded ideas about improving their programs.

1980s

This was the decade of increased development of partnerships with national education associations. The NAA Foundation and the International Reading Association joined to sponsor NIE Week each March. In 1987, more than a dozen national groups, led by the ANPA Foundation, cosponsored the bicentennial observance of the adoption of the U.S. Constitution. Newspapers were used in the classroom from kindergarten through college in almost all subjects. Newspapers could also be found outside the classroom for tutoring and adult education, in prisons, mental institutions and nursing homes. Adult literacy became an important component of many programs. The Foundation, picking up on an idea started by local newspapers, began to offer newspapers camera-ready NIE study supplements on such topics as national elections, families reading together and the Olympic Games. Many NIE programs established their own partnerships at the local level - this time with businesses willing to sponsor and pay for the delivery of half-priced copies of the newspaper to schools. By 1989, more than 700 NIE programs were in place nationwide, many of them assisted by a growing number of regional and state NIE coalitions.

1990s

In the early years of this decade the educational and marketing approaches of NIE were helping the programs grow exponentially. As publishers and editors recognized the need to invest in the future readers, the NIE program became more vital to the newspaper. There was a significant increase in youth content during this decade with both locally created content, often written by teens, and through commercially available pages and sections. More and more independent businesses saw NIE as a potential market and began producing significant numbers of curricula and in-paper content for newspapers. The number of NIE programs grew consistently with a noticeable shift in their location from the promotions/community services department of newspapers to circulation. The end of the decade saw more than 850 NIE programs active at newspapers across the country.
2000s

The new millennium brought a new vitality and focus to NIE. More than 950 NIE programs delivered newspapers and educational programs to nearly 40% of all public school students within the United States. The focus on state standards and state mandated tests brought a clear focus on education to the programs. More than 94% of all newspapers in the United States with a circulation of more than 15,000 daily have active NIE programs. The NAA Foundation moved into the electronic generation with the creation of the NIE E-Forum. This mass e-mail system gives NIE professionals throughout the world nearly instant access to each other through a computer network. Nearly 1200 NIE professionals now trade information and ideas through this network.

More than 70 years of NIE experience have indicated there is no limit to a good newspaper’s capacity to interest students in learning. The growth in numbers and creativity within the NIE community appears to guarantee that this capacity will be fulfilled.
How does NIE work?

More than 950 newspapers provide newspapers to schools in their local areas. This means there are more than 950 different NIE programs, because there are at least as many ways for an NIE program to operate as there are combinations of newspapers and communities.

In its most elemental form, an NIE program is one in which newspapers are distributed to schools or other institutions that conduct educational programs. At this basic level, an NIE program may involve nothing more than the weekday delivery of newspapers to schools. Most NIE programs, however, offer much more than simple delivery of the newspaper.

At the most active level, an NIE program engages several newspaper staff members; a well-defined package of products and services including extensive teacher training, yearlong activities and sponsorship funding to provide the newspapers at no cost to the school. A well-developed program often includes literacy efforts and other programs that earn a reputation for the newspaper as an active and well-respected player in the community’s educational process. (See “Extra! Extra!” on page 95.)

Throughout this manual, the terms “Newspaper In Education,” “Newspapers In Education” and “Educational Services” are used interchangeably. Some local newspapers have developed different names for their education programs. These are often stated with the name of the newspaper in the title such as The Daily Herald In Education program. The name of the program at the local level is purely a matter of preference.

A participating newspaper may assign NIE as a collateral duty to an employee already carrying out other assignments, or it may hire one or more full-time employees specifically for the program. The determining factor of program size may be budgetary limitations or simply the evolutionary stage of a newspaper’s NIE program.

Successful programs usually experience growth and development – growing interest on the part of teachers, students, parents and journalists, and increasing attention from management. In situations where revenue increases, advertising patterns change, circulation increases or other positive conditions arise, the NIE budget should see growth as well.

At least once a year you will want to stand back and look at what your newspaper’s NIE program is doing. Are you moving from minimal involvement to a full-fledged educational services department? Are literacy programs being added? Are you sponsoring educational projects outside the NIE arena? If so, are those moves paying off? Is there sufficient money and enough staff to do them well while avoiding burnout? Are sponsorship revenues keeping pace with teacher demand for service?
The sections on setting priorities (page 20), conducting research (page 101) and extra programs (page 95) are just a few of the guides in this manual you will want to revisit on a regular basis.
Section II

The Who, Where And Why Of An Educational Services Program
Where does the NIE program belong in the newspaper’s structure?

Although teachers start some NIE programs, with little help from the newspaper, this is not often the case. More frequently, a point person at the newspaper – the publisher, someone in the circulation or promotion department, an editor or reporter – gets behind the idea and pulls together a team to get NIE going.

Where NIE will reside within the newspaper is a decision based to some degree on the person who starts it, as well as the objectives for its success. Almost any department, and any person within any department, can organize and run the NIE program. Some general patterns, however, exist.

Approximately 70 percent of the NIE programs reside in the circulation department. The efficiency of the distribution system is critical to NIE. For an individual subscriber, an undelivered newspaper is an annoyance. For a teacher who has planned the day around the use of a classroom set of newspapers, it is a crisis. Missed delivery of newspapers to schools has been identified as a key reason that teachers decide to drop out of NIE programs.

Circulation may have the greatest business interest in NIE, but that does not mean the program must be placed there. Other departments interact with the public regularly and may provide homes for NIE. Some marketing and promotion departments house NIE, since the plans and materials for promoting the program to educators are developed there. Community service or public affairs departments are also home to some NIE programs, and a few are placed in human resources and personnel departments.

In cases where supplemental editorial materials are integral to the program, NIE might be found in newsrooms. This does not happen often: editors and reporters are on constant deadline and also tend to steer clear of community programs they think might compromise their objectivity. In recent years, however, news staffs have come to realize that young people are important readers, so they involve themselves in NIE more willingly. An increasing number of newspapers have pages or sections dedicated to young readers. There may be a youth editor responsible for the creation of these pages and that person may or may not be part of the NIE program.

Newspapers with separate NIE or educational services departments reporting directly to the publisher or other top managers, are usually those where the programs have been in place for some time and have well-established niches and budgets within the organization. Whatever the decision concerning the location of NIE within the newspaper, cooperation among the various departments that have something to do with it will be the most important element in the program’s potential for success.
**Who should run the program?**

The old saying goes, “If you want to learn something, teach it.” This certainly applies to NIE. Most NIE professionals know as much about the entire newspaper operation as anyone on the staff, other than the publisher, because they are responsible for explaining everything about the newspaper to teachers and students.

The best NIE professionals are either teachers with an interest in the newspaper and a flair for promotion or newspaper staff members with a love of teaching and teachers – and a flair for promotion. Note the universal characteristic here – the ability to persuade people that the use of the newspaper as a teaching tool is effective.

**Characteristics of an effective NIE or educational services professional:**

- Idea person
- Bridge builder
- Self-starter
- Extrovert
- Ability to sell the program

**Knowledge and skills of an effective NIE/educational services professional:**

- Oral presentation
- Writing
- Interest in and knowledge of education theory
- Understanding of state and national standards and tests
- Knowledge of journalism and the First Amendment
- Knowledge of the newspaper business
- Ability to coordinate among newspaper departments and between the newspaper and the school system
- Sales and marketing
Where to find an NIE professional

If improving education in your community is a top priority for starting your NIE program, it may be best to find an educator to act as your NIE professional. At the least, this could mean contracting for workshop leadership with a teacher with some experience in (or at least enthusiasm for) the use of newspapers in the classroom. Or it could be finding a new part- or full-time employee who has been a teacher.

Most teachers’ salaries pay for nine months on the job, with two to three months off in the summer plus other vacation periods throughout the year. Determine the median teacher salary in your local school district and increase it by 25% to 35% to determine a competitive salary range to attract a qualified teacher. Another method of determining the salary to be offered for an NIE professional is to tie it to an existing mid-level salary at the newspaper such as a copy editor or editorial writer. This job will demand a wide range of skills and your employee’s loyalty will be stronger if he or she is not tempted by an opportunity to make more money in the classroom based on a teacher’s salary prorated over 12 months. If this is going to be a one-person department, and you hope to make NIE a prominent element of your newspaper’s operation, look higher, toward a school administrator.

If the manager’s exact knowledge of newspaper operations takes precedence over improving education in your community, someone already on the payroll may be the right person for the job.

You will want to decide how many hours per week you want an employee (or contracted consultant) to devote to the NIE program. Ten? Twenty? Full-time? You and the new NIE professional can pick an average, but you will both want to be aware that certain times of the year – September and January, for instance, when school semesters begin, and March, during NIE Week – will demand more, while the summer months may be slower. Many NIE programs are now busy year-round.

Your NIE professional’s schedule will also need to be flexible regarding the time of day he or she is available. Parent and teacher workshops and school and community events often take place in the evenings or on Saturdays. This will not be an 8 to 5 desk job. Some travel may be required.

The amount of time and money you decide to devote to NIE will relate to what you expect to get from the program. While it makes good sense to start modestly, leaving room for growth, this is not just another advertising or subscription sales program that begins and ends on specific dates. School administrators and teachers will need continuing care and attention if NIE is going to work.

Sample Classified Ad:

Wanted: Energetic and organized self-starter to develop educational services program for the Morning Chronicle. Needed: Good presentation skills, knowledge of current educational practices and trends, interest in news and newspapers, marketing and selling skills. Send resume to P.O. Box 1234, Anytown, USA
What title will you give the person who takes responsibility for the NIE program? Some NIE professionals just getting started, with no managerial experience or responsibilities, are called NIE coordinators. If they come with more experience and authority, or gain these over time, the title often changes to NIE manager. If NIE is one part of a number of education programs the person takes charge of, “educational services manager or director” may be appropriate.

Choices:

1. How many hours per week do you expect the NIE professional to spend on the program? __________

2. How will you find your NIE professional?
   _____ Internal search
   _____ Phone call to education administrators: superintendents or curriculum coordinators
   _____ Classified advertisement
   _____ Referrals from local teachers

3. The NIE professional will be:
   _____ An employee
   _____ A consultant

4. The title for the position will be:
   _____ NIE coordinator
   _____ NIE manager
   _____ Educational services manager
   _____ Educational services director
   _____ Other (specify) ____________________________

5. The anticipated salary range for this position will be _____________________
Why an NIE program: Setting Priorities

Why are you starting a Newspaper In Education program?

Whether you are thinking of starting a program or are taking over an existing program, the priorities you set will influence all your future decisions, so think carefully. How much you charge for NIE-delivered newspapers, what ages you hope to reach, and how you market the program are just a few of the questions whose answers will be influenced by this process.

You may want to let others, both inside and outside your newspaper, try this exercise so you can determine a consensus about the purpose of the program before it gets under way. Whoever is selected to run your program should be told exactly what your goals are, so as not to be caught in midstream, swimming against the current of your early decisions. Although the direction of the program may change over time, it is important to start with some clearly defined goals.

You newspaper may have its own mission statement. If not, there are recognized, if unwritten, rules and goals that drive your newspaper operations. The NIE priorities must fit with those of the newspaper if the program is to succeed.

Complete the priority setting activity on the next page by yourself and have several others complete it as well. Compare your answers. Those areas where there is significant divergence need to be discussed before a final priority is determined for your NIE program.
NIE Priorities

Rank the following objectives in their order of priority (1 to 11 with 1 being the highest). If an objective listed does not apply to your program, strike it out. If an important objective is not listed, add it under “Other,” and number it appropriately.

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<thead>
<tr>
<th>Ranking</th>
<th>Objective</th>
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<tr>
<td>_______</td>
<td>To acquaint young people with your newspaper so they will be newspaper readers in their adult years</td>
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<tr>
<td>_______</td>
<td>To promote public awareness and better understanding of the First Amendment and the role of the free press</td>
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<tr>
<td>_______</td>
<td>To provide an educational service to schools and other community groups</td>
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<tr>
<td>_______</td>
<td>To sell orders for immediate circulation gains</td>
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<td>_______</td>
<td>To help advertisers reach the increasingly important youth market</td>
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<tr>
<td>_______</td>
<td>To act as public relations agent for your newspaper, reaching out to educators, students and parents</td>
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<tr>
<td>_______</td>
<td>To support adult literacy efforts in your community</td>
</tr>
<tr>
<td>_______</td>
<td>To introduce young talent to potential newspaper careers</td>
</tr>
<tr>
<td>_______</td>
<td>To raise sufficient sponsorship money to provide newspapers to all schools that want them at no cost to the school</td>
</tr>
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Other (specify):

| _______ | To ___________________________ |
| _______ | To ___________________________ |
To the new NIE professional

The previous pages have given you some information about how the management of your newspaper may have established your position but the pages that follow will help you organize your first year’s plan for your NIE program.

The NIE professional is the “who” in the formula for creating a successful program. Now you, as that NIE professional, will need to determine the “what,” “where,” “when” and “how.”

Get as much person-to-person help as you can. NIE professionals at newspapers close by may be willing to give you suggestions. Many states and regions have strong NIE organizations. Join the NIE E-Forum (directions on page 3). Be sure to contact the NAA Foundation to be placed on their mail lists so you will get all the latest materials including their award-winning journal, *Foundation Update*. The Foundation website is packed with helpful information and downloads. Check it out at [www.naafoundation.org](http://www.naafoundation.org). Help is all around you if you are willing to ask.

If you are new to the newspaper business, you will want to spend time with people who can bring you up to speed on how things get done and help you identify the newspaper’s most important values. Spend some time in every department of the newspaper. There is a quiz in the next section of this book to help you focus on the areas you need to know.

You may want to set up an advisory board immediately (see page 75) to help you plan from the beginning. The positive side of doing this is that you have an early group of backers who feel an investment in the success of your NIE program because they will have helped organize it. You may, on the other hand, prefer to do it alone, doing your research and writing a plan, finding the best people for the advisory board that is being planned.
Section III

Getting Down To Business
Initiating your NIE program

When will your Newspaper In Education program be launched?

There is no wrong time to start an NIE program. It can be done at any time during the school year or during the summer months. If you are hoping to start quietly and try a few different approaches with a number of volunteer teachers before you promote the program on a large scale, nearly any week will do, other than the few weeks around the December holidays, just before midyear exams, close to the time standardized tests are administered or at the end of the academic year.

If you want to make a bigger splash, with an official announcement in the newspaper and through direct mail (and perhaps through local broadcast media), plan to get started just after school opens in August/September or during NIE Week, the first full school week of March. (See page 91).

Your publisher can make an announcement, perhaps at a luncheon or dinner with education leaders in the community or at the local Chamber of Commerce. Perhaps the launching of the program will merit news coverage. NIE Week offers many celebratory ideas and activities to enhance the program’s inauguration. Be sure to have NAA Foundation’s NIE Week Curriculum Guide ready to give to teachers. You can order the guide at no cost on our website, www.naafoundation.org. Our thanks to Abitibi Consolidated for making this free program available.
Literacy: Where does it fit?

Newspapers took on the challenge of low levels of adult literacy in the early 1980s when daunting statistics were released on the number of people unable to read directions, driver’s license tests – and newspapers. The role of the newspaper in promoting adult literacy has undergone several changes since then but it is important that you consider where it fits within the structure of your NIE program.

At many newspapers, literacy programs are part of NIE programs. Using the newspaper to teach anyone to read, at any age, combines both efforts. The term “literacy program,” however, usually applies to the efforts to reach people who are not typical students in typical classrooms. They might include:

• One-on-one tutoring
• Adult Basic Education classes
• Teaching English as a second language to foreign-born adults
• Family programs – teaching young parents how to read and how to help their own children learn to read
• Reading classes in settings such as workplaces, prisons and churches

Another approach to literacy that may, or may not, become the responsibility of the NIE staff is the community service and public affairs component of literacy education. Many groups in your community care about literacy. You, your publisher or your editor may choose to support these efforts through fundraising, special events or publicity. Dozens of activities could fall into this category. An annual competition among the members of the Southern Newspaper Publishers Association has shown a number of outstanding examples including:

• Purchasing books to distribute free to elementary students
• Printing and distributing posters and fliers promoting community literacy projects
• Organizing a direct-mail campaign to raise funds for literacy programs
• Holding a mystery scavenger hunt to raise money for literacy programs
• Sponsoring corporate spelling bees to which companies contribute money to enter their executives in spelling contests. The proceeds go to the literacy programs.

September 8: International Literacy Day

If a newspaper wants to start a literacy program or expand an existing one, September 8 is the perfect launch date. Each year, NAA Foundation encourages newspapers to help their communities observe International Literacy Day on September 8.

A camera-ready supplement, usually supplied on CD-ROM, on literacy featuring reports, family reading activities and name and phone numbers of literacy resources is produced by NAA Foundation each year. The supplement is available by mid-summer each year so you can plan for September publication.

Local newspapers are encouraged to add their own information by replacing some national stories or by adding additional pages to the 8-page tabloid. Editorial
departments often get involved in the effort by covering local literacy organizations and activities.

In recent years, many newspapers have printed the supplement and it has gained a readership of approximately 50 million readers.

The local newspaper is in a strong position to promote adult literacy at the local level. The newspaper is frequently able to bring together divergent groups that provide literacy services to create a uniform community wide literacy system.

Newspapers can offer significant support to those already providing literacy services in your community including adult basic education programs at the local school, ProLiteracy America programs and church based groups providing volunteer tutoring programs and a wide range of programs in non-traditional education settings such as prisons, retirement centers, etc.

To order a free CR-ROM of the Literacy Day Tabloid check our web site, www.naafoundation.org. The form is usually found on the NIE page under NIE Reports & Publication. The CD-ROM is available without cost thanks to a grant from Verizon Reads.
Choices:

1. Will your newspaper get involved in NIE and literacy efforts outside the usual NIE classroom programs?
   [ ] Yes    [ ] No
   Possible NIE/literacy projects:
   ________________________________________________________________
   ________________________________________________________________
   ________________________________________________________________

2. If yes, will this be identified as a literacy program or will literacy efforts be sub-grouped under NIE? ____________________________
   ________________________________________________________________

3. Will your newspaper publish the NAA Foundation’s literacy supplement in early September?
   [ ] Yes    [ ] No

4. If yes, will you add other literacy activities to that day’s (or week’s or month’s) observance?
   Possibilities:
   ________________________________________________________________
   ________________________________________________________________

5. Will your newspaper seek community support for other organizations’ literacy programs?
   [ ] Yes    [ ] No

6. Will the newspaper provide in-kind services to help local literacy efforts?
   [ ] Yes    [ ] No
   Examples might include house ads, use of newspaper facilities for tutoring, employee literacy programs or sponsorship of community literacy events.
   Possibilities:
   ________________________________________________________________
   ________________________________________________________________

7. Will you coordinate with other departments in your newspaper in your support of community literacy?
   [ ] Yes    [ ] No
   Which Departments?    Contact Name
School Market Targeting Choices:

Your newspaper has a market area in which it concentrates its subscriptions and street sales. As the NIE professional, you will want to target your NIE sales in the same way. Fill out the form that follows to help you identify some specifics you will want to know before you plan your programs.

How many cities or counties does your circulation area cover?
________________________ cities and counties

List the cities and counties within your circulation area:

_________________________________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________

In which of the cities and counties above would you like to see your newspapers used in schools during the first year of your NIE program:

_________________________________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________

In your target cities and counties, how many school districts are there? __________

Name the districts:
_________________________________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________

How many of each of these types of schools are located in your target districts?

<table>
<thead>
<tr>
<th>Public</th>
<th>Parochial</th>
<th>Private</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>____ Elementary</td>
<td>____ Elementary</td>
<td>____ Elementary</td>
<td>____ Elementary</td>
</tr>
<tr>
<td>____ Middle</td>
<td>____ Middle</td>
<td>____ Middle</td>
<td>____ Middle</td>
</tr>
<tr>
<td>____ High School</td>
<td>____ High School</td>
<td>____ High School</td>
<td>____ High School</td>
</tr>
</tbody>
</table>

____ Total number of schools
____ Total student population
At what grade or school level would you like to start your program? It is often easier for elementary teachers to fit the use of the newspaper into the curriculum because they have control of their students’ entire school day. Some of the subjects at the upper grades, however – civics, government, history, English composition, journalism – are particularly appropriate for the use of the newspaper. Your background, your preferences and the inclinations of the school system with which you work will influence the choice. Determine how your local school districts define each of the following levels.

- [ ] Elementary
- [ ] Middle School
- [ ] Junior High School
- [ ] High School

Are any schools within your market already using newspapers? Which ones?

____________________________________________________________________
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________

You may want to plan a meeting between top newspaper and school representatives once decisions have been made regarding your target school systems, schools and grade levels. The educators will learn what your goals are and can give you names of principals, curriculum specialists and teachers to contact.

**Marketing outside the schools**

To what organizations outside the school system will you consider marketing NIE?

Colleges (including teaching-methods courses): ______________________________

____________________________________________________________________
____________________________________________________________________

Senior citizen centers: __________________________________________________

____________________________________________________________________

Prisons: ______________________________________________________________

____________________________________________________________________

Boys/Girls Clubs, YMCA, etc. ____________________________________________

Other:
New NIE professionals: Getting acquainted

If the NIE program is going to take hold at your newspaper, it will be because all departments understand the concept and cooperate. It is your responsibility to let the other departments know what you are doing and to learn what they do.

Here are several things you can do to make that happen:

- Ask the publisher or other appropriate top manager to publicize, through a memo or the employee newsletter, the fact that a new NIE program is being launched and to introduce you as the professional who will lead the program.

- Once you have completed this beginner’s manual, you will have a plan for at least one year’s NIE activities. Make appointments and take that plan along with you when you visit the following people at your newspaper:
  - Circulation director
  - Advertising director
  - Promotion or marketing director
  - Editor
  - Production manager
  - Business manager

Learn as much as you can about what each of these department heads does and discuss how NIE will fit into each department.

- Once the program is underway, stay in close touch with these departments. An annual report can brag about all that has been accomplished in the last year. Organize “thank you” parties, offering coffee and pastries in morning sessions where you report on progress and problems of the program. If you develop a promotional slide show, PowerPoint or video for teachers, show it to your fellow newspaper employees as well. In fact, pass the script for such a show through these departments before the final development is done. They are the experts on the newspaper you are introducing to teachers and students and will appreciate being asked to help.
There will be a quiz …

You need to know a lot about your newspaper so you can explain it to teachers and students. Take a few minutes to see how many of these questions you can answer about your newspaper. After you complete the task, check with employees in the appropriate areas of the newspaper to see if you were right. Ask for help in completing the answers to any questions you could not answer.

Take a Newspaper IQ Test about YOUR Newspaper

News-Editorial

1. How is a news story developed at your newspaper?
   
   Who assigns stories?

   Who writes them?

   Who edits them?

2. Have you met the reporter who covers the education beat?

3. Does the editorial page staff encourage letters from students?

4. What are the guidelines for letters to the editor?

5. Have stories been written to promote your newspaper in the classroom?

6. Does your newspaper offer kids’ or teen columns or pages, or is there a possibility of doing it in the future?

7. Would the editorial department let students tour their area?

8. Does the editorial department work with high school newspapers? Would they consider a mentor or support program?
9. Will reporters or editors speak at teacher or student meetings?

**Advertising**

1. What is the cost of a full-page ad?
   - National rate?
   - Retail rate?
   - Local general rate?
   - Charity rate?

2. What is the cost of a classified ad?

3. What is the difference in cost between color and black-and-white?

4. How is advertising sold?

5. Are there discounts for major customers?

6. What percentage of the newspaper is advertising?

7. How are decisions made about placement of ads?

8. What are the different types of advertising?

9. How can NIE fit into your newspapers advertising goals?

10. Does the advertising department ever run special tabloids you can use in schools?
    - Are “over-runs” possible?

11. What is a co-op ad?
12. How are “inserts” distributed? Does your paper do less than full-market coverage?

**Production**

1. How is your newspaper printed?  
   Letter press?  
   Offset?  
   Flexo?  
   Other?

2. Can you collect examples of layout sheets, plates, color separations, mats, etc. for use with your teachers?

3. Can tours of your newspaper include the pressroom? Where is it?

4. Can you get the cooperation of the people who use your newspapers advanced production technology to share their expertise with schools and teachers?

**Circulation**

1. What is the average daily circulation of your newspaper? _________  
   Sunday _________

2. What is the cost of your newspaper?  
   Daily single copy ______  
   Sunday single copy _________
Home delivered 1-week __________

Home delivered 13-week __________

3. How is your newspaper delivered?

   Youth carriers?
   Motor route drivers?
   Contractors?
   Employee-driven truck?

4. How will your NIE papers be delivered?

5. How are NIE deliverers paid?

**On-Line Activities**

1. Does your newspaper have a Website? What is its address?

2. Is your NIE program a part of the Website?

3. How is your Website publicized?

4. Do you use other “new media?”

**Administration**

1. Who owns your newspaper?

2. Who is the publisher of your newspaper?

3. What is the title of the major editorial director of your newspaper?
4. Who is your circulation director?

5. Who is your advertising director?

After you have tried to answer all these questions, go to the different departments in your newspaper to see if you were right or to get help answering those items you left blank. People will be impressed that you are interested in what they do and you will learn many things you need to know!
NIE circulation

Nothing will demand more constant attention to detail than NIE circulation. You will benefit from checking with experts at your newspaper, at the NAA Foundation, and talking to other NIE professionals as you develop your NIE circulation system.* If you are not located in the circulation department, it is important that you establish a strong contact there who will be responsible for determining the delivery system for your NIE newspapers.

Before you make any decisions about your system, take as many of the following steps as possible:

- Meet your circulation manager
- Sit in on a weekly circulation meeting and district managers’ meeting
- Spend some time with the customer service representatives
- Ride with a district manager for a day and observe how newspapers are delivered
- Learn how to read the circulation manifest and the labels on bundles
- If your newspaper has a training program for circulation employees, take it
- Learn about the billing system used at your newspaper and how it will generate NIE bills
- Learn how new starts are entered and how newspaper deliveries are stopped

As you fit the circulation puzzle pieces together by making the choices that follow, you will be developing a system unique to the needs not only of your newspaper but also of your local schools. Look for possibilities that simplify and satisfy. Schools may have rules about the purchase and delivery of materials. A few fortunate NIE professionals take advantage of their school systems’ willingness to deliver the newspaper via school buses.

At most newspapers, one or two NIE advocates usually arise among circulation middle managers. If they are acknowledged for their attention to school delivery through awards, letters of commendation or other recognition of their performance, your job will be easier.

*Note: Pages 41-54 provide information on Audit Bureau of Circulations rules governing NIE circulation.
Circulation Choices:

Here are the decisions you need to make regarding NIE circulation:

1. Cost of newspaper delivered to school (See page 41 for ABC rules on determining minimum price)
   - Free
   - Sponsored
   - 50% of the base rate
   - 25% of the base rate
   - Other

2. Minimum order
   - No minimum
   - 5 papers per delivery day
   - 10 papers per delivery day
   Minimum number of delivery days _____________
   Minimum number of weeks ___________

3. Days delivered
   - Daily
   - Partial Week
   - Sunday

4. Delivery concerns
   - Who will deliver newspapers to the schools?
   - How will that person be compensated?
   - Are all schools within your newspaper’s circulation area? If not, can bundles be dropped at the homes of teachers who are on the newspapers’ delivery routes?

5. Ordering and complaints
   - Who will handle initial ordering of newspapers?
   - Who will put papers on manifest and assign drop numbers?
   - How will the drives be contracted?
   - Will you have bulk delivery or marked bundles?
   - If computerized, will you have daily, weekly or monthly report readouts?
   - Who will handle complaints and how?
   - When a complaint comes in, how will it be followed up?
   - What is the policy on redelivery of missed drops?
NIE order form

- Use a standard order form (see samples on the next page).
- Color-code by academic year for easy reference or include the academic year and summer school dates.
- Use one form that can be routed to the department involved: circulation, accounting, NIE.
- Have the form printed in triplicate or quadruplicate on NCR or laser printer paper to avoid trips to the photocopy machine.
- Use this form to keep a running history of individual accounts. It will also be your best source for market surveys and demographic studies.
- File the form by teacher name and cross-file by school name. By cross-filing, you will be able to locate account information quickly. Maintain a computer database with all school sales information.
- Maintain a computer database with names, addresses, e-mail address and order history for every teacher in your program.
- See if your computer specialists can develop a website for you that uses an interactive order form. Teachers can complete the form and send it directly to you using the Internet.
- If teachers request no delivery on specific days within the order period, include this information on the original order form. One way to handle this is by including a calendar on the order form and circling or “X”ing out any dates on which delivery is requested or, if you prefer, not requested.
Sample On-Line Order Form

Newspaper Order Form/Grant Application

Fields marked with a (*) must be filled in.

*Name: 

*Subject: 

*Grade: 

*School: 

*Address: 

(Please include street, city and zip code with address.)

*School Phone: 

E-mail: 

*Number of Classroom Newspapers: 

*Day/Days of Week for Delivery of Newspapers: 

(examples: Mon, Tues, etc.)

*Starting Date: 

*Stopping Date: 

Are you a [new] or [experienced] NIE teacher?

Have you changed schools, grades or subjects since last year? If so indicate last year's school, subject or grade:

Describe your academic reasons for using a classroom set of newspapers with your students. Please indicate how they will be used with one or more of the following:

- SPECIFIC UNITS OF STUDY OR CURRICULUM AREAS such as: journalism, marketing, math, etc.
- SPECIAL PROJECTS such as: The Stock Market Game, Passport to the World, Design An Art, etc.
- PROGRAMS such as: Drug Prevention, Special Education, Career Connection, Conflict Resolution, etc.

Send Form  Start Over
The ABCs of ABC

The Audit Bureau of Circulations (ABC) is among the most important organizations in the newspaper business. ABC is the official tabulator of the number of copies sold by each newspaper, daily and Sunday. Newspapers set advertising rates based on their circulation, so the ABC figures are important to the newspapers.

NIE copies are counted somewhat differently than standard home delivery or single copy sales. There may not be a formal subscription when NIE copies are ordered and they are very often delivered on a very different schedule than standard copies. For those and other reasons, there are very strict regulations regarding how NIE circulation must be counted and reported. If it is important to your newspaper’s top management that NIE circulation be counted as paid circulation it is important that you follow the ABC regulations closely.

ABC publishes a booklet called *Educational Programs: Rules and Guidelines*. A copy can be downloaded at no cost from the ABC website: [www.accessabc.com](http://www.accessabc.com). You should have a copy of this publication on your desk. You can contact ABC by phone at 847-605-0909 or by fax at 847-605-0483.

**What qualifies as an NIE copy?** For most copies, the basic rule requires that the newspaper be used in a “classroom setting.” That has been defined as grade level kindergarten and above. Day care centers and nursery schools do not qualify as classroom settings. ABC further defines a classroom setting as an educational program that is accredited by either a state or national government. Home schools may qualify if they are accredited.

**How much must I charge for an NIE copy?** To count as paid circulation, the newspaper must be paid at least 25% of the base rate for the newspaper. For a single day delivery, the base rate would be the cover price. (A single copy rate of $.50 would mean the NIE copy must be paid at a minimum of $1.13. ($.50 X .25 rounded up.)) For more than one delivery the home delivered rate may be used. Following the example already quoted, the home delivered price might be $.37 so the NIE minimum price would be $.10. ($.37 X .25 rounded up.) Contact ABC for more detail on setting your NIE price.

**How can school copies be funded?** There are many ways the newspaper that is delivered to a classroom may be funded but the rules about third party funding are very precise. Direct sales to schools or teachers do not need any special rules other than setting the basic price as listed above. However, many NIE programs have chosen to solicit funds from third parties so newspapers can be delivered to the schools at no cost to the school. When soliciting funds from others, keep the following in mind:

- All donations to the NIE program must be voluntary and must be above the cost of any good or service that is involved.
- **Corporate/business sponsors**: Sponsor donations must be over and above any other business transaction and must be independent of outside influences. If tied
to an advertising contract, the donation must be over and above the **regular cost** of advertising and must be voluntary.

- **Vacation donation programs:** Subscribers going on vacation may donate the money associated with the vacation term to the NIE program, provided the subscriber specifically permitted the money to be donated at the time the subscriber calls in the vacation stop and records are maintained to verify this election.

**Paid-in-advance, pay-by-mail or office-collect subscribers:** Solicitations may be included with renewal forms provided that the donation to the NIE program is over and above the normal cost of the subscription, is voluntary and is listed separately as a donation.

**Credit Balances:** Frequently a subscriber’s account may have a credit balance left after delivery of the newspaper has stopped. The customer may have cancelled the newspaper, moved or died. It is acceptable to contact the subscriber, or the estate, and ask if the money may be donated to the NIE program. The subscriber must be given an opportunity to have the money returned to them. There must be a positive response from the subscriber before the money can be used for NIE. If the subscriber cannot be found then the unrefunded liability laws of your state determine what happens to the money.
• **Two-Cent Program**: Many newspapers have asked their single-copy outlets to donate two cents from each newspaper sold to the NIE program. To be ABC compliant this program must be completely voluntary with the donation to NIE clearly marked on the dealer invoice, and it needs to be clear that the dealer does not have to pay that amount. Thank you signs are often posted at the dealer location as well as thank you ads that run in the newspaper.

• **Carriers**: Subscriber solicitations may be conducted by carriers for individual donations. Any donation must be over and above the cost of a subscription and must be voluntary.

• **Fundraising Events**: Donations gained in connection with special events such as a sporting event, auction, social affair, etc., must be over and above the normal cost of entering the affair or event and must be voluntary.

• **Donations that may not be allowed under the rules**: It is a very good idea to always keep donations separate from any other business transactions. The following are donations that are not allowed under ABC rules:
  - Donations received from the newspaper itself, parent, subsidiary companies or newspaper employees.
  - Funds obtained in exchange for extraneous considerations, such as advertising or production of printed materials.
  - Donations from vendors as a result of a reduction in advertising charges or other business related transaction.
  - Contributions received from an ongoing business operation created specifically for NIE support.
  - Contributions that are not voluntary and over and above the cost of the entrance fee or item of merchandise.
  - Donations not received within six-months of pledge. Newspaper copies served on pledges that are not honored within the six-month period are not eligible for inclusion in paid circulation.
  - Subscription offers where the subscriber is told a portion of the amount paid will go to the NIE fund.
As a general rule of thumb, all donations to NIE must be clearly donations with nothing of value given in return. The value of any premium or incentive to donate must not be counted as part of the NIE donation.

**NIE workshops:** Workshops are often held in an effort to educate teachers on the value of using the newspaper in the classroom. As part of the workshop, the newspaper may sell classroom sets of newspapers. To include the cost of a classroom set of newspapers in the fee charged to attend the workshop, the following rules must be obeyed:

- Inducements used in connection with the workshop such as luncheon, videos, apparel, tickets to sporting events, etc, must be considered a premium. The cost of the premium must be collected in addition to a minimum of 25% of the base rate of the newspapers supplied to the classroom.
- Workshop participants must be given the choice to attend the workshop without paying for classroom newspapers.
- College credit issued to teachers who participate in workshops are considered premiums if given in connection with the sale of newspapers.

**Design-an-Ad programs:** These programs are popular with many newspapers. Under the program, an advertiser purchases ad space in the newspaper or a special section and students are allowed to create the ad to go in the space. The only money that can be directed to NIE is that which is above and beyond the advertisers normal cost for the ad space. The advertiser should also be given the opportunity to participate without making a donation to the NIE program.

**Affidavits:**

ABC requires affidavits from all teachers who receive sponsored copies of the newspaper. For the requirements of this rule, a sponsored newspaper is one where at least 51% of the NIE rate is paid by a third party such as a local business. If the teacher or the school pays 50% or more of the cost of the newspaper, no affidavit is required.

Each affidavit must contain the following information:

- Order acknowledgement
- Receipt verification
- Usage confirmation
- Signature of an appropriate individual (teacher or principal)
Sample affidavit

I, Suzie Teacher, requested and received 400 copies of the Daily Press that were used by students in my classroom at Your Town Middle School compliments of XYZ Corporation on the following dates:

<table>
<thead>
<tr>
<th>Date</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Every Monday in September - October</td>
<td>25</td>
</tr>
</tbody>
</table>

__Suzie Teacher__

12/20/05

Principal/teacher signature Date

---

**RECEIPT OF DELIVERY STATEMENT**

In order to comply with Audit Bureau of Circulation regulations, newspapers are required to confirm delivery of any sponsored newspapers provided to schools for use in the classroom. Please sign the statement below and return in the pre-addressed postage-paid envelope. Thank you.

This is to acknowledge approval and receipt of delivery of FLORIDA TODAY.

This delivery was requested each 11/13, 11/18, 11/20, 11/25, 11/27, 12/2, 12/4, 12/9, 12/11, 12/16, 12/18, 2002.

I used the newspapers in my classes.

Papers were sponsored by the Animal Guardians of Brevard.

Signed: 

Title: 

School: 

Date: 

If you have any questions, please call Cris Davies at 321-242-3891.
E-mail affidavits may be collected in lieu of signed copies. E-mail the information required on an affidavit to the teacher with the instructions that they should indicate the information is correct and return the e-mail to you. Keep copies of the response on file. The return of the e-mail is considered a signature.

**Thank you ads:** From time to time it is nice to run a thank you ad which acknowledges those businesses and/or individuals who have donated to your NIE program. There are several ABC rules that you need to be mindful of when thanking sponsors in-paper:

- Thank you ads given in appreciation of a donation must be limited to a simple expression of gratitude.
- Ads may contain the sponsor’s logo or corporate identity (provided it is not promotional in nature), name, address, telephone, fax and URL.
- Ads may not promote the donor’s business interest.
- Sponsorship mentions in the newspaper outside of thank you ads will be considered advertising and regular advertising rates would apply.
- Example of acceptable wording:

  The following merchants are sponsors of the Newspaper In Education Program of the Evening Journal:

  Ralph’s Tire Store, 6675 Main Street, Anytown
  Annie’s Pizza, 787 Elm Street, Anothertown

- Example of unacceptable wording:

  AAA Mobile Homes
  Dedicated to fine living in the Monroe County area for 10 years and now dedicated to improving literacy in our schools.
  7845 Back Street, Ourtown, Phone: 555-788-3334
Sample Thank You Ads

Thanks to you...

...every day students improve their reading, mathematics, critical thinking skills and keep in touch with current events through the pages of the Ashland Times-Gazette

Thanks to the following businesses and people who helped support our Newspaper In Education Program during the 2002-2003 school year.

Art Printing Company, Inc.
147 E. Second St.
Ashland, OH 44805
419-281-4371

Ashland County Homemakers
804 US Rte. 250 E.
Ashland, OH 44805

Ashland County Solid Waste
District & Recycling Center
1270 Middle Roadburg Rd.
Ashland, OH 44805
419-289-7382

Borden Publishing International
718 Clark Ave.
Ashland, OH 44805
419-281-5985

Bryan Pest Control
916 East 7th St.
Ashland, OH 44805
419-281-5800

Cres Studio Pottery
5083 Wadsworth Rd.
Marshallville, OH 44645
530-855-7405

Eliza's Home Store Ltd.
924 Union St.
Ashland, OH 44805
419-289-8864

Johnson Bros. Rubber Co.
42 W. Beechey St.
West Salem, OH 44287

Sarver Paving Company
1208 Masters Ave.,
Ashland, OH 44805
419-289-7746

The Tim Stoops Team
J.C. Meyer Co. Realtors
1 Amberwood Parkway
Ashland, OH 44805
419-281-1437

Lodi Community Hospital
225 Elyria St.
Lodi, OH 44244

For more information about becoming a Newspaper in Education Sponsor please contact: Matt Figley at 419-281-0581 or 1-888-463-9711

Ashland Times-Gazette
Discover the World

By giving children a better education, we are creating a world that will be smarter and more productive.

"Thank You"

Palladium-Item 2001/2002
Newspaper in Education (NIE) Sponsors

Abstracts of Richmond
Alico Federal Credit Union
Bartholmy & Associates
Bev's Threads, Inc.
Cabinet Supply
Color Box
First Bank Richmond
Harrington Hardware
Hastings Book Store
Ham Electric
Insight Communications
McClures Construction
Perfect Circle Credit Union
Point Harbor Village
Jones St. Provat, DDS, MSD

Real Hospital & Health Care Services
Richmond Bail Bonding Company
Richmond Sanitary District
Riggle-Wulffsmith Mortuary
Ross's Office Plus
Showalter Blackwell Long
Funeral Home
Stagliano-B Artificial Urn Funeral Chapel
Snobuck Buick Pontiac-GMC
Summerville LLC
Transiswrap Company, Inc.
Union C&O Foundations
Wayne County Foundation
West End Savings Bank

The Palladium Item is delivering more than 3,000 newspapers a week to over 45 schools in the area. Keeping pace with requests for newspapers to be used in the classroom is an ongoing challenge.

Continual feedback from educators and community make this possible. To all our sponsors, Thank you!

Palladium-Item
On the corner. On your doorstep. Online.

Thank You

Mercury Marine
Michels Pipe Line
Society Insurance Company
Wisconsin Central LTD
Timblin Transit Inc

Newspapers In Education (NIE) would like to thank you for your financial support. It is only through generous donations that the NIE program is able to place more than 234,000 newspapers in schools and learning programs each year. Thank You!
To learn more about NIE sponsorship opportunities call Molly Haack at 922-4600 x228.
Everything to this point in the ABC section relates to traditional NIE programs, that is newspapers delivered to a classroom setting. There are two relatively new programs that have received ABC approval. The rules for these programs differ in several significant ways from the rules for traditional NIE programs. These programs are described in detail on the following pages.

In all cases the key fact to keep in mind is that third party donations must be that, freewill donations with no expected or implied return to the donor.

If you have ANY question about a donation program you are planning to run, it is always wise to contact ABC and ask if the program meets their guidelines. A program for which you have a written approval from ABC will not be questioned during an audit.
Newspapers In Education – Home Delivered

Newspapers distributed outside a structured classroom setting and intended to assist in fostering family literacy through the use of newspaper-based materials may qualify as “Newspaper In Education – Home Delivered.” Such programs must meet specific criteria including:

- A student from participating families must be involved in an NIE classroom program at school.
- The school must set minimum participation standards for the family and must determine if those standards are met. Records must be available for the auditor.
- There needs to be a formal program that encourages literacy, continuing education and life or job skill improvement.
- Only one newspaper may be delivered to each home.
- Sponsorship money may be used to pay for the home delivery.
- Auditable records demonstrating the student’s school enrollment and participation in an NIE class must be maintained.
- Copies distributed under this program may not exceed 5% of average paid circulation.

Registered College Student Program

Copies provided to registered college students in a campus setting in lieu of a classroom setting may be included in paid circulation under the following conditions:

- Only copies provided to registered students in limited access areas will be eligible.
- All copies claimed as paid circulation must be paid for at the standard NIE rate (see page 41 for pricing information) by the college or university, out of general college funds.) Sponsorship funding may be used for this program.
- All copies must be placed in a limited access area where only registered college students are permitted, such as dormitories, cafeteria or key card operated vending machines, etc.
- Copies may only be made available to be picked-up. They may not be delivered to individual residence rooms. (That may be a single copy sales program.)
- Only copies actually picked up may be counted a paid circulation.
- The newspaper must maintain daily records showing the number of newspapers delivered to each pickup location, the copies actually picked up and the number of copies remaining at the end of the day.
NIE Sponsorships

The preceding discussion of ABC rules defined how sponsorship money may be used in an NIE program but this section looks at the process of developing sponsors.

Many newspapers solicit NIE sponsorships – donations from local businesses to the newspaper or school to pay for delivery of the newspaper to classrooms at no cost to the school. This can be for one day, a week, a month or for the full school year. Many newspapers prefer the term “partnership” when a business or organization establishes a long-term relationship with the newspaper and the school system for an NIE program.

Sometimes a sponsoring donation is a general one, and its expenditure is left to the discretion of the NIE staff. In other cases, a business actually “adopts” a school or classroom and is given credit for providing newspaper to that school or classroom. You need to determine which system works best for your program. In general, allowing a sponsor to adopt a specific school or classroom works best in smaller markets.

There are worthy arguments both for and against soliciting sponsorship money for your NIE program. The arguments below have been gleaned from a number of NIE conference sessions and from the NIE E-Forum.
Pros:

• More newspapers can be delivered to classrooms because of increased NIE resources. This is especially helpful in times of budget cutting for school systems.
• Businesses get behind the NIE program. Relationships that are formed can enrich the NIE program and the school program. This is mutually advantageous for the business, education and the newspaper.
• Paid circulation numbers are increased.

Cons:

• The newspaper can become overly dependent on renewal of NIE sponsorships by a third party.
• The teacher, principal and school system may lose their sense of ownership of the program.
• Soliciting and keeping records of a sponsorship program takes a great deal of time.
• There is some concern about whether educators will accept willing business sponsors, or whether they would find some too commercial or objectionable. Fending off unwanted sponsors may not be easy or legal.

Choices:

1. Will your program seek NIE sponsors or partners? [ ] Yes [ ] No
2. How will the idea be sold to businesses – through letters, telephone contacts, meetings or a combination of these? ____________________________
3. What will be promised to sponsors as recognition? _________________
4. What rules and categories of giving will be established? ____________

One method of soliciting NIE sponsorship money deserves separate discussion: using telemarketers. Some newspapers ask telemarketers, either in-house staff or professional companies, to make phone calls to local businesses soliciting funds for the NIE program. It is important to determine, in advance, how the cost of such calling will be paid.

Some newspapers create a specific budget for telemarketing costs and that is built into the NIE budget. In other cases, funds solicited by the telemarketers are used to pay the cost of the telemarketing with the remainder of the funds going to provide newspapers to classrooms. Either option is acceptable but you should be clear about the costs involved when a business is asked to donate to the NIE program. Many newspapers have decided that it is more honest to pay the telemarketing costs from the NIE budget so that all donated money goes directly to providing newspapers for classrooms.

The following pages offer samples of things newspapers have used as part of their sponsorship programs.
Sample telemarketing script:

INTRODUCE SELF
I am with The Daily Advertiser. We have a program throughout our Acadiana schools called Partners in Literacy. Our goal is to promote literacy in our community so we begin in our schools. Are you familiar with the program? The newspaper is used from 1st through 12th grades and all our Acadiana schools participate. We underwrite half the cost, we're just asking the community to help out with the other half.

Sponsorship for a teacher for 1 year is $140.00. Our sponsors are recognized in 4 promo thank you ads linking them to literacy.

A 1/2-year sponsorship is $65.00. And your business will be recognized in 2 promo thank you ads.

To sponsor a teacher for 1 six weeks period is only $30.00. Your business will be recognized in 1 promo thank you ad linking you to literacy.

Can we count on your business to sponsor a teacher and her classroom?
Sample letter to a potential sponsor

Help Make A Difference

The Ashland Times-Gazette, a strong believer in education, has developed a program to promote literacy and reading. Newspapers in Education provides FREE newspapers as a tool of instruction to local schools.

This is where you can make a difference! The Times-Gazette provides the papers at the lowest possible education rate and with your donation, students will receive the newspaper at no cost to them. By becoming a partner in our Newspapers in Education program your donation will encourage students to develop their reading ability, increases their social awareness, builds character, enriches their civic education, and so much more.

Together we can make a difference in the quality of the education our children receive. Your donation will allow students and teachers access to the only textbook that is updated daily “The Newspaper”

Thank you for your time and please consider becoming a partner in our Newspaper in Education program.

Sincerely,

Matthew J. Figley
N.I.E. Coordinator

---

* Newspaper in Education Partner Fact Sheet 2002-2003

- The Ashland Times-Gazette acknowledges the entire cost of the program administration including personnel, newsletter materials, and training for local teachers. Your sponsorship provides local teachers and students with newspapers at reduced rates.

- Partnership Levels
  - **Executive Sponsor** - $1,000 or more
    - Your business logo will be featured in a monthly full-page NIE partnership ad. Your company will also be recognized in two 2x10 ads that drive your involvement in the classroom.
  - **Corporate Sponsor** - $500 or more
    - Your business logo will be featured in a monthly full-page NIE partnership ad. Your company will also be recognized in a 3x6 ad that drives your involvement in the classroom.
  - **Classroom Sponsor** - $175 or $350
    - Your business will provide newspapers once a week for each student in the classroom during the school year.
    - Two classrooms - $350
    - One classroom - $175
  - **Associate Sponsor** - $25, $50, $75, $100
    - Your business name will be featured in a monthly full-page NIE partnership ad.

- If you would like to sponsor the kick page, special feature, or tab about your business or just need more information please contact Matt Figley at 419-281-0774 or 419-603-9711

- Please fill me in 12 month commitment _________

- □ Yes, bill my account for

- □ Yes, enclosed is my check for _________

- □ Yes, charge my credit card: MC, VISA, Discover Card # ______________________ Expiration Date

- Signature ____________

Company name __________________________
Address __________________________________
Pledge made by __________________________
Phone # __________________________
Accounting

You will need to work with your accounting department to develop a system or systems to keep your NIE records. There are two separate accounting functions you will need to have in place:

**School accounts:** You need to be able to document how many newspapers are delivered to a specific school and/or teacher. If the school or teacher is paying for the newspapers, the accounting system needs to be able to generate bills for those schools. Most schools request billing by the year or by semester. That is quite different from the monthly bills your accounting department may be used to producing. If a sponsor, vacation donation, fundraising money, subscriber donations or other third party monies are paying for the newspapers, a system must be in place to credit individual school accounts and debit the general sponsorship fund.

**Donated funds account:** You need to create a fund within your accounting system where you can collect monies that are donated to your NIE program. The money may come from corporate/business sponsors, from vacation donations, from fundraising events and/or from subscriber donations. Funds from this credit account should be transferred to specific school or teacher accounts as bills come due.

<table>
<thead>
<tr>
<th>Choices</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Who will handle the billing for school deliveries? ____________________________</td>
</tr>
<tr>
<td>2. How often will you bill? ____________________________</td>
</tr>
<tr>
<td>3. Will schools be required to provide purchase orders?  [ ] Yes  [ ] No</td>
</tr>
<tr>
<td>4. Will donated funds be used for all newspaper deliveries?  [ ] Yes  [ ] No</td>
</tr>
<tr>
<td>5. How will accounts be credited for non-delivery?</td>
</tr>
<tr>
<td>6. What time limits are to be placed on payments?</td>
</tr>
<tr>
<td>7. Will you charge for materials?  [ ] Yes  [ ] No</td>
</tr>
<tr>
<td>8. Will you charge for any other service?  Specify ____________________________</td>
</tr>
</tbody>
</table>
Budgeting

One financial note needs to be made regarding budgeting. When you first start an NIE program your budget may have been set for you. As you look forward to successive years you may be responsible for budgeting for your program. You should have a voice in how that budget is determined. Your annual budget is an essential part of program planning. If you plan the goals for the year, you need to budget for them.

Here are some essential elements you will need to consider for your budget. You may want to break several of these down into smaller components according to the emphasis you put on each.

<table>
<thead>
<tr>
<th>NIE Sample Budget</th>
<th>$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salary/fringe for personnel</td>
<td>_______</td>
</tr>
<tr>
<td>Development of promotional materials</td>
<td>_______</td>
</tr>
<tr>
<td>Development or purchase of curriculum material</td>
<td>_______</td>
</tr>
<tr>
<td>In-service workshops</td>
<td>_______</td>
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<tr>
<td>Newsletter</td>
<td>_______</td>
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<tr>
<td>Office supplies</td>
<td>_______</td>
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<tr>
<td>Postage</td>
<td>_______</td>
</tr>
<tr>
<td>Printing</td>
<td>_______</td>
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<tr>
<td>Telephone</td>
<td>_______</td>
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<tr>
<td>Mileage</td>
<td>_______</td>
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<tr>
<td>Educational conference exhibits</td>
<td>_______</td>
</tr>
<tr>
<td>Travel and fees – NIE conferences</td>
<td>_______</td>
</tr>
<tr>
<td>Professional development classes</td>
<td>_______</td>
</tr>
<tr>
<td>Subscriptions</td>
<td>_______</td>
</tr>
<tr>
<td>Dues and memberships</td>
<td>_______</td>
</tr>
<tr>
<td>Entertainment and events for educators</td>
<td>_______</td>
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<tr>
<td>Honoraria for educators</td>
<td>_______</td>
</tr>
<tr>
<td>Other</td>
<td>_______</td>
</tr>
</tbody>
</table>
Section IV

Reaching Out
Promoting NIE

There are dozens of ways to get the word out about your NIE program. You can experiment with a number of them to see which have the most appeal in your market.

In promoting NIE, remember that you are selling a technique to make teaching better – solving at least a few of teachers’ many problems through the use of the newspaper. The programs that you are promoting will help the teacher meet state and national standards and prepare them for mandated tests. If you can persuade them that NIE can help, the orders for classroom subscriptions are sure to follow. Offering to deliver sponsored newspapers at no cost to the school system is a bonus.

Using the NAA Foundation’s Newspaper In Education Directory or the NIE E-Forum, contact several other NIE professionals at newspapers that are close in circulation size to your own. Ask them to send you samples of their promotional materials. Their generosity will deliver more than enough ideas about what you might choose for your own program and how you would produce the materials.

Catalogs and brochures

Catalogs and brochures should give a clear, appealing picture of the services and materials your program offers. You can produce something as unassuming as a black-and-white 8 ½ X 11-inch three-fold brochure or you may go all out with a full-color, complete catalog with many pages. The former may be almost as effective as the latter if the design is attractive, the reasons for using the newspaper are clearly stated and the various services are described as too valuable to miss. Good drawings and photographs are always helpful.

Early in your program it may be very helpful to send a staff photographer to a local school to get photos of students using the newspaper. These can be used in a wide variety of promotional materials. Be sure to obtain a signed consent form from the parents of each child shown in the photos. (The teacher may be able to send them home for you.)

Sample Brochure Contents

- Possible educational uses of the Newspaper
- Specifications on how to order NIE newspapers including an order form they can mail or fax back to you
- Availability of presentations and workshops for teachers
- Curriculum materials offered by your newspaper and how they may be obtained
- Adult literacy programs you sponsor
- Availability of newspaper tours
- Dates of special NIE or literacy projects planned for the coming year
- Staff names, photos and phone numbers
Sample Program Catalogs

2002-2003
Newspaper in Education...

And you thought the newspaper was just for reading!

ONIE
Newspaper in Education

WELCOME TO

Daily Press
News in Education
Sample catalog page

Educational Resource Packages

And Time Marches On
A package of "classroom ready" activities for the study of current events using your daily newspaper.  
Grade focus: 6-10

Back to School
Includes a teacher's manual and 50 activity cards covering the themes of Autumn, Hallowe'en, Thanksgiving and Remembrance Day.  
Grade focus: K-6

Beyond the News
Aims to help students deal critically with the role of the media in their lives. This kit provides information and activities that will allow students to test critical thinking skills.  
Grade focus: 7-12

Celebrations Round the World
A student-directed workbook, provided in a class set of 35, featuring short articles and activities exploring how various cultures around the globe celebrate major holidays including Christmas, Hanukkah, Kwanzaa, and Chinese New Year.  
Grade focus: 4-6

City Streets Rural Routes
A study of life in your students' community using the newspaper to help discover who's who, community events, where to shop, etc.  
Grade focus: K-6

Core Read With Me
Through 50 large-print activity cards, students use the newspaper to enhance and reinforce curriculum skills in language arts, environmental studies and math.  
Grade focus: K-3/ESL/Special Ed

Comics in the Classroom
Featuring the Dunn learning styles approach, this kit brings the high interest of the comic strips to the classroom in a wide variety of motivational activities.  
Grade focus: K-12

Count on It - NEW!
Activities focusing on junior grade math skills including place value, graphing, 3-dimensional shapes, ratio and proportion, fractions and decimals. Also includes suggestions for using the newspaper to develop word problems.  
Grade focus: 4-6

Creating a Classroom Newspaper
A five-lesson plan for producing a student newspaper, including lesson plans, student worksheets, and content-related activities.  
Grade focus: 1-10

Down to Business
A teaching package for business, economics and investment math, featuring activity cards, informative supplements and an investment board game.  
Grade focus: 9-OAC

Down to Earth
An information-packed conservation package comprised of a teacher's manual and four mini-kits dealing with effective management of our renewable resources - earth, water, forests and wildlife.  
Grade focus: 5-12

Give Earth a Chance
A resource featuring a wide variety of activities and supplements on environmental issues, to help make every day Earth Day. Activities stress the 3R's - reducing, reusing and recycling.  
Grade focus: 3-12

Immigrant Song
Helps students explore the Canadian Immigrant experience through the pages of the newspaper and a comprehensive editorial section included with the package.  
Grade focus: 7-OAC

Joy of Christmas
A comprehensive teacher's manual and 70 activity cards, which help students develop and reinforce curriculum skills while they learn about the traditions and customs of Christmas.  
Grade focus: K-8

Just for the Health of It
A life skills resource, focusing on total health - nutrition and fitness, plus lifestyles, careers, and psychological make-up. Features 265 activities and a teacher's manual.  
Grade focus: 4-12

Language for Living
Provides activity cards and suggestions for using the newspaper to develop language competency through life skills. Suitable for adults and teens learning ESL, and for students in remedial, basic or general level programs.  
Grade focus: Wide ranging

Lead On!
A package designed to help students understand, analyze and appreciate leaders in our society through such topics as leadership origins, qualities, and selection processes.  
Grade focus: 7-12

Learning from Newspapers
A comprehensive resource, containing practical suggestions for using the newspaper right across the curriculum. Includes sample teaching units and easy-to-follow, detailed instructions.  
Grade focus: K-12

News Beginning
Features 120 language and math activity cards, along with bulletin-board posters and a teacher's guide with suggestions for designing newspaper centres and for classroom management of newspapers.  
Grade focus: 1-4

Nearly and Other
Vital Matters - NEW!
Activities focusing on intermediate math skills including budgeting, estimating, averaging, percentages, ratio and interest rates. Includes suggestions for developing activities for perimeter, area, volume, graphing, statistics and word problems.  
Grade focus: 7-9
Sample NIE brochures
In-paper advertisements

The pages of your own newspaper present your best NIE marketing opportunity. Talk with your advertising department. Find out which ad sizes are most likely to run frequently. You will want to develop two types of NIE ads. First, create a series of ads that are general in nature and promote your NIE program. These can be run on a “space available” basis. These ads are held in reserve to be placed in the newspaper anytime there is a “hole” created by a cancelled ad or when something is needed to fill a space that has not been sold. The second type of advertising you may create is for specific programs or projects and need to be run at specific times such as ads promoting date-sensitive events such as a teacher workshop or special supplement. Make sure your composing department knows the difference between your two types of ads.

Advertising space is at a premium and a paying advertiser will often bump your “house ads.”

Run your ads throughout the year, if possible. It is very helpful to have an NIE ad run every week or two to keep your program in the minds of teachers, sponsors and the general public. You may want to bombard teachers with ads at the beginning of each semester. Special times require special ads: during NIE Week (the first full school week of March each year), prior to elections and before special NIE programs or contests.

Be sure to explain what the letters “NIE” mean in your first ads of the year. Even in later ads spell out Newspaper In Education regularly. If the acronym means nothing to a teacher or parent, the ad will be confusing.

Here are several suggestions:

- Always list the telephone number to be called for more information
- Make any coupon large enough to be filled in legibly
- Use pictures whenever you can
- Develop a logo that will identify all of your ads
- Remember that the headline draws the reader in – make it catchy and emphasize the benefits to the reader
- Keep the advertising department and

Advertising ideas:

- List all the educational services your office offers, from delivery of newspapers to curriculum materials, student tours and teacher workshops
- Promote the newspaper as a tool for teaching all subjects in elementary school and for specific subjects in higher grades
- Describe the newspaper as an individualized tool to increase skills needed to meet state and national standards
- Tell parents the newspaper can be used for learning both at school and at home. Promote reading as a family activity, especially during the summer months
- Announce special events such as teacher or parent workshops, NIE programs, supplements or contests
- Use photos and testimonials from satisfied NIE teachers
composing department supplied with ads of all sizes, ready to fill any size space that shows up at the last minute

- Develop specialized ads such as a “wrapper” – the sheet that holds together a number of advertising supplements to make insertion into the newspaper easier
- Consider using student created art in your ads

Sample ads
Sample ads

That's why their teacher has requested classroom delivery of The Bulletin. Because it's the most up-to-date textbook on the market today. It's history in the making — recorded daily and delivered to Central Oregon classrooms.

In fact, there are more than a hundred Central Oregon classrooms, from elementary through high school, adult basic education classes and at-risk youth programs, who use The Bulletin's Newspapers in Education (NIE) program, using newspapers as teaching tools. Donations from corporate sponsors and vacationing subscribers help us defray a portion of the expense to supply these newspapers to hundreds of Central Oregon classrooms.

Newspapers — a lifetime reading habit.

Our students are the winners!
The Bulletin's Newspapers in Education (NIE) program is a three-fold partnership between us, the corporate community, and vacationing subscribers. The Bulletin funds 75% of the cost of classroom newspaper delivery. Corporate donors and vacationing subscribers fund the rest.
The next time you take your vacation, why not donate the value of your newspapers to NIE?
Just say "yes" to NIE. Call 385-3800 or visit our website at www.bendbulletin.com.

A Special Thanks to our Corporate Sponsors:

Bob Thomas Chevrolet
Bryant Louies & Jarvis
Central Electric Co-op
Centre Information Systems
David Evans & Associates
Lumbermen's Insurance & Financial
Newport Avenue Market
Pacific Power
St. Charles Medical Center
Direct mail

Letters and promotional materials addressed to particular audiences can give more detailed information than a single advertisement. They compete, however, with literally hundreds of other mailings that land on a teacher’s or administrator’s desk each month so great care should be taken to make the message compelling and attractive. See if you can interest designers in your advertising, promotion or art departments to help develop mailings.

Do everything you can to use the correct names and addresses of your mailings’ recipients: principals, curriculum specialists, social studies, English or elementary teachers. Mail addressed to the “Head of the English Department” generates the same response as mail delivered to your home addressed to Occupant. Whenever possible, use an individual name. State Departments of Education will often sell lists that can be sorted by position title, city, county or other ways. Some local school systems are willing to provide lists and there are a number of national companies that will sell lists of names of people in specific categories within a school system or area.

An introductory letter should be limited to one page: an invitation to take advantage of some NIE services you offer, such as an introductory faculty presentation or a new curriculum. A brochure or flyer can accompany the letter. As your program grows more sophisticated, you may want to add a promotional poster or a variety of coordinated informative sheets enclosed in a folder.

A business reply envelope or postcard is essential here as well as your phone number, fax number and/or e-mail address. Make it as easy as possible to ask for more information or to place an order.

If you are sending 200 or more separate, identical pieces of mail, it may be possible to send them via bulk mail and save money on postage. Be aware that bulk mail is not delivered as quickly as first class so time sensitive material may need to be sent first class. Talk to the people in your mailroom about using bulk mail and business reply envelopes.

Many school systems have an internal delivery system that you may be able to tap into. Often called the Pony Express – this system takes items from a central point and delivers them to individual school buildings. If you are allowed to use the system, it will save you a great deal on postage.
In-paper articles

There may be times when the editorial department at your newspaper finds an NIE story worth writing about, especially if you keep reporters and editors informed about the progress of the program and involve them in teacher workshops and classroom presentations.

What might be newsworthy about NIE? If you are initiating a new program, that fact is probably worth telling to the community. Include information explaining the services your program will offer. If you are new to the newspaper, a feature story about you could introduce the NIE program to the community.

Teachers using the newspaper are often the most innovative in the school system. Feature stories about them, including their NIE methods can be interesting. The education writer at your newspaper may appreciate a break from school board meeting to cover what is actually happening in the classroom. Any time you can alert the newsroom to a photo opportunity, such as students dressed in newspaper costumes, you are more apt to get coverage. Some newsrooms will cover award ceremonies.

Posters

Posters are usually among the second or third tier of NIE promotional materials you will develop, after your catalog, brochures and advertisements. A classroom poster can be a bright reminder of the liveliness a newspaper adds to the learning process. Classroom posters are a good way to keep your name and phone number available to the teacher.

An enlarged photo or drawing can illustrate the general appeal of NIE. You will want to avoid making the poster too date-specific unless it announces a big occasion, since teachers will be inclined to take it down following that date. A full year’s calendar poster, though, can be especially effective. Students and teachers will refer to it often if it features school calendar information, special NIE dates, fascinating local historical information, First Amendment quotations and court decisions or monthly/weekly NIE activities.

An effective classroom poster is one that uses a copy of your front page with appropriate newspaper terminology. Other valuable poster ideas include quotations from famous individuals or First Amendment related items.
State drags feet on police station plan

City: Is there a problem or is paperwork just backed up?

By Jeff Jason
The state has dragged its feet on a planned $13 million police station for the Alliance community. The project was originally planned for the early 1990s. However, city officials say they have not heard from the state in nearly a year.

"The state is slow to respond," said Alliance Mayor Dr. Peter Hooven. "We're waiting for an update on the project." The state has yet to respond to Alliance's request for a progress report.

In the meantime, the city has been forced to pay for security services at the current facility. "It's a financial burden," Hooven said. "We need a new police station as soon as possible."
NIE newsletter

Sooner or later, you will have to decide whether to publish an NIE newsletter. While writing one monthly or quarterly is an obligation that can seem burdensome when other activities are pressing your schedule, the benefits will probably move you to start one. Most NIE professionals eventually do.

Newsletters are timely, informal publications that combine many of the attributes of all the other promotional techniques already discussed here. They advertise. They promote through direct mail. They tell of new services and upcoming events and they carry interesting NIE feature stories. They make recipients feel they are members of a worthwhile “club.”

Newsletters are timely, informal publications that combine many of the attributes of all the other promotional techniques already discussed here. They advertise. They promote through direct mail. They tell of new services and upcoming events and they carry interesting NIE feature stories. They make recipients feel they are members of a worthwhile “club.”

Today’s technology may make production and delivery of your newsletter easier. There are several ways the newsletter can be delivered. There are many commercially available broadcast fax programs that can transmit your newsletter directly to individual schools. A newsletter can be sent to individual recipients via e-mail.
## Comparison of newsletter distribution methods

<table>
<thead>
<tr>
<th>Delivery Method</th>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Class Mail</td>
<td>Prompt delivery to individual recipients</td>
<td>High cost</td>
</tr>
<tr>
<td>Bulk Mail</td>
<td>Lower cost</td>
<td>Slow delivery rate</td>
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<tr>
<td></td>
<td></td>
<td>Labor to sort mailing</td>
</tr>
<tr>
<td>Broadcast Fax</td>
<td>Very rapid delivery</td>
<td>Poor reproduction quality</td>
</tr>
<tr>
<td></td>
<td>Lower cost</td>
<td>Distribution by school staff</td>
</tr>
<tr>
<td>Mass E-mail</td>
<td>Very rapid delivery</td>
<td>May be seen as SPAM</td>
</tr>
<tr>
<td></td>
<td>Delivered directly to teacher</td>
<td>PDF technology needed</td>
</tr>
<tr>
<td>Pony Express</td>
<td>Lower cost</td>
<td>Dependent upon school system to deliver</td>
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<tr>
<td></td>
<td></td>
<td>Could be seen as a bother to the school</td>
</tr>
<tr>
<td>Delivery driver drops</td>
<td>Lower cost</td>
<td>When dropped with school bundles someone has to</td>
</tr>
<tr>
<td></td>
<td></td>
<td>disseminate it</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Only schools that currently get bundles</td>
</tr>
<tr>
<td>Hand delivered</td>
<td>Gets you into each school building</td>
<td>Very time consuming</td>
</tr>
</tbody>
</table>
Telemarketing

Newspapers, large and small, have moved into telemarketing to gain subscribers in recent years. Many NIE programs have followed that lead by using telemarketers to reach teachers and encourage them to request classroom subscriptions for the newspaper.

Exhibits at education conferences or public events

Teachers specializing in reading, English, social studies, math, journalism and many other subjects get together once a year to confer on the latest developments in their fields. Trade shows, sponsored by local associations of education materials salespeople, are often held on a statewide or regional basis.

Talk your advertising or promotion department into helping you develop a display that you can take to the most popular of these events in your area. Make it simple but attractive. As the years go by, you can make it flashier and add more services.

Ask one or more people from the newspaper to help you staff your exhibit. You will want to attend educational workshops offered at these conferences in addition to talking with teachers who drop by your exhibit. If possible, ask to present a workshop as part of the educational program at the conference or event.

Your newspaper may sponsor an informational booth at local fairs and exhibits. See if you can display information about using the newspaper with children at home as part of your newspaper’s presence at some of these shows.

If your local education organizations provide a newsletter or journal to teachers, see if you can place a story or an ad in one or more issues.

Speakers Bureaus

You may want to consider creating a speakers bureau within your newspaper. Gather the names of those individuals at the newspaper willing to speak to classrooms or civic organizations. Be sure to establish policies about reimbursement, use of company time and limits on the number of times an individual may be asked to speak.
Promotion Choices

1. Will you produce an NIE catalog or brochure? If so, who will be responsible for the design? [ ] You [ ] Newspaper art department [ ] Outside artist
   A. How will it be distributed? ________________________________

2. Will you produce in-paper promotional advertising? If so, what type(s)? ________________________________

3. Will you conduct a direct mail campaign? If so, what will it contain?
   ________________________________________________________
   ________________________________________________________

4. Will you work with the editorial department to solicit coverage of NIE events and activities? Who will be your contact? ________________________________
   Possible topics: ________________________________________________

5. Will your NIE program provide posters or other classroom display items? If so, what types? ________________________________________________

6. Will you produce a newsletter?
   A. How often will it be distributed? ________________________________
   B. What topics will the newsletter cover? ________________________________
      ________________________________________________________
   C. Who will write the newsletter? ________________________________
   D. Who will be responsible for the design of the newsletter?
      ________________________________________________________
   E. Will you use color? __________________________________________
   F. How will you distribute the newsletter? ________________________________

7. Other promotion ideas:
Internal PR: Tending the home fires

The people you work with need your promotional attention, too. One of the most frustrating questions you will get from your coworkers (and you will be asked this) is, “Now, just what is it you do?” To save you from hearing this too often, here are some ideas for in-house promotion:

♦ Ask reporters and editors to visit classrooms and join panels at teacher workshops to discuss their jobs and responsibilities. If people with jobs in advertising, circulation or production want to speak before classes, encourage them to come to schools with you. Let them see what the students are doing with your newspaper.

♦ Hold NIE workshops for employees and their children after hours, showing them what NIE does for education and for the newspaper.

♦ Bring coffee and doughnuts once in a while to thank circulation people for the essential jobs they do in getting the newspaper into the schools. Be sure to include customer service representatives who field complaint calls and who promote vacation donations. Don’t forget the delivery drivers who get your newspapers to the schools while you are still asleep!

♦ Develop an annual report for top executives, letting then know the numbers – NIE circulation, schools visited, teachers involved, workshops held – and the substance of NIE activities for the last year.

♦ Share with the circulation department the analyses that compare the cost of an individual NIE start to the cost of a home subscription start.

♦ Get stories about NIE into your internal communications.

♦ Include activities employees can do at home with their children in the company newsletter.

♦ Develop an NIE display to be used in showcases or display areas in the building.

♦ Post “Thank You” letters from students and teachers throughout the building. Student artwork always draws attention.
Student tours

Almost every newspaper will be asked to give tours to students. Most oblige, although some find them disruptive and insurance liabilities may be enough of a problem to stop offering them.

Whether your newspaper has had an NIE program or not, it may have a student tour program in place. You need to learn what the policies and procedures are as the program may fall to you. If you become responsible for newspaper tours, here are a few ideas to make the tours more worthwhile for the students and more profitable for NIE.

- Set a policy about the number of tours you can accommodate in a week, a limit on the number of students in the group, the number of chaperones required and the age or grade levels you will accept. As difficult as it may be, stick to these policies!
- Develop a tour request form you can fill out when a teacher calls to schedule a tour. It should include: teacher name, school, contact information, size of the group, number of chaperones, date of the tour, when the will arrive, time they need to depart, reason for the tour. Avoid tours where it appears the teacher is simply looking to fill time or for which the teacher has no real purpose. These tours tend to be more unruly and provide little value to the students or the newspaper.
- Ask the teacher to complete a study unit about the newspaper BEFORE the students arrive for the tour. (You will need to provide curriculum to the teacher.)
- Develop a series of questions for the students to answer as they are walking through the building.
- Ask that each student come to the building for a tour with at least one question written down that they want answered during the tour.
- You may want to limit tours to only those teachers who are involved in the NIE program. This is a nice bonus for them and will encourage other teachers to use the newspaper in class.
• For teachers who are not yet part of the NIE program, have information about your program and an order form ready to give them at the end of the tour.
• Take only classroom-size groups through the building. Larger groups tend to get out of control.
• Describe, in detail, what the students will and will not see. If you are a morning newspaper, chances are very good the students will not see the presses running.
• Sit the students down before you walk through the building. Go over the entire production process with them and tell them what they can expect to see on the tour. If your newspaper has a promotional or educational video or slide show, let them see it before the tour.
• Remind the teacher and chaperones that they are responsible for the behavior of the students. If a group misbehaves, end the tour immediately. Your newspaper may be liable for injuries that happen to students who are out of control.
• Always suggest things the teacher can do to follow-up after the tour. Providing curriculum materials to the teacher at the end of the tour is an excellent idea.
• You may conduct tours yourself or you may be able to hire someone to do it for you. Possible tour guides include retired employees or local college students.
• You need to determine a policy for non-school groups such as scouts and home-school students.
• Before conducting any tours yourself, walk through the entire tour route and talk to the people who work in each area. Explain you want to know what students should learn about each area. This helps the other employees feel involved in the tour process and it gives you people to turn to if you are asked questions you cannot answer!

Student Tour Choices

1. Will your newspaper offer tours to student groups? ________________
2. On what days and at what times will tours be offered?
   Days __________________________ Times __________________________
3. How old must students be to come to the building for tours? ________________
4. Are students covered by your newspapers liability insurance? ________________
5. Will you offer tours to non-school groups such a Girl Scouts? ________________
6. Who will conduct your building tours? ________________
7. What materials do you have to provide teachers before or after the tour?
   ______________________________________________________________
   ______________________________________________________________
Using an NIE advisory board

An advisory board serves two very important purposes. Its members can counsel, critique and suggest ways to make the NIE program more effective. In the process, they can become your strongest advocates in the schools and in the community.

Many NIE professionals operate well without advisory boards. If, however, after reading this discussion, you decide you do want to establish one, do it early in the game to get the most from it.

An advisory board should not direct the program or have a final say in setting projects and policies. At times some of its enthusiastic members will need to be reminded of that. If a goal or mission statement indicating what you want from the board is handed to members at the time of their appointment, life will be easier.

Provide a printed agenda for each meeting, but encourage constructive digression. Keep the meeting informal but purposeful. Do not be afraid to brainstorm about broad problems or possibilities. When you want members to review new materials, mail the material in advance.

Select advisory board members that represent the groups you most want to reach. Include some classroom teachers, supervisors such as curriculum consultants and department heads and administrators. You will need to develop a system for selecting your advisory board members. You may want to ask principals or regional administrators to nominate people or you may want to select individuals who know the NIE program and have participated for a period of time. It can be beneficial to have at least one member of the board who has not used the newspaper in the past. He or she may give you some insights that individuals who are already sold on the program may miss.

Once the advisory board is formed, give new members orientation materials and perhaps a special orientation session. You may want to establish rotating terms for the board so there are always some experienced members as well as new blood.

Remember to thank your advisory board. Token gifts or special privileges are helpful as is a thank you ad in your newspaper.
The people you select are busy. Be mindful of their time. Since meeting will likely be outside normal school hours, provide refreshments at a minimum or incentives in the form or gifts and special perks.

**Advisory Board Choices**

1. How many members will you appoint? ______________
   You may want to start with a small group of 8 to 10, then expand as you get to know appropriate candidates. Eventually a board of 15 to 20 members should guarantee about a dozen in attendance at each meeting.

2. Who will be eligible?
   The core group will probably be made up of NIE subscribers, but you will want to include some supportive administrators. Try to select people who represent a range of schools, grade levels and subject areas.
   Board membership mix ____________________________________________

3. Will members serve one, two or three years?
   The length of term matters less than the fact that it is set, so new members know what they have agreed to do. You may want to provide an option to renew for additional terms.
   Term length ______________ Renewal options _________________________

4. How often will the advisory board meet?
   Again, inform members early in the school year so they can avoid scheduling conflicts.
   Meeting frequency _______________________________________________

5. How will you thank them?
   Small gifts such a newspaper logo items, a luncheon or dinner, tickets to sporting events or theater or a thank-you ad in the paper are possibilities.
   Recognition plans ________________________________________________
Developing curriculum aids

There are several essential principles that guide the development of any NIE curriculum aid:

- The vast majority of suggested activities should directly involve the use of a newspaper! You would be surprised how frequently NIE curriculum materials present a series of excellent lesson plans that make little or no use of the newspaper. These may result in learning experiences, but they do not help students learn how to read and analyze a newspaper. Keep your NIE goals clearly in mind.

- Lessons and activities should be based on solid, practical educational principals.

- The activities should relate to the educational goals of the schools and school systems in your area, taking current and local trends into account. They should be tied to state and national educational standards.

- The materials should be attractive, easy to use and inexpensive.

Many questions must be answered before you develop curriculum materials. Are you an educator? If not, you may be outside your area of expertise in trying to develop curriculum activities. Also, do you write well? The teachers and students you are trying to reach deserve well-composed, attractively presented materials, so even if you can organize and write them, you will probably need help with design and layout. Consider hiring a teacher or curriculum expert to work with you as well as a graphic artist.

As you begin, it is probably simpler to buy curriculum materials from other NIE experts. (See the list of resources in the appendix, pages 108 to 124.) Check the NAA Foundation website, www.naafoundation.org, for a listing of NIE providers. Choose a variety of curriculum aids that seem to hold promise, then contact the developers of those you would like to use. If you find materials created by another NIE professionals that you would like to use in your program, ask for permission to reprint them.
If you do decide to develop your own materials, do extensive research before you begin. Talk with educators, parents and students. Is there some emphasis in the schools – writing, English as a second language, drug education, geography, etc. – that NIE should emphasize? Pull together textbooks used in local schools, along with books and articles from teacher magazines about classroom learning approaches. Test your ideas with teachers and students before printing and offering them to an entire school system.

It may be wise to hire one or more local teachers to either create the materials or help in their creation. They can help you key your activities to state and national standards.
Production and Distribution of Curriculum Aids

The production and distribution of the materials needs to be considered also. No matter how you obtain the curriculum materials they are expensive. The expense may be in terms of your time, what you pay someone to create guides for you or the price you pay to purchase the guides.

Most NIE programs provide curriculum aids at no cost to the teacher as part of a newspaper delivery. However, there are a number of things you should think about in relation to these guides:

- Should there be a limit to the number of guides you will give to an individual teacher? For example, a teacher orders 10 newspapers each Monday for a month and asks for 10 different curriculum guides that you have. The cost of the guides would far outweigh the income from the program. Some newspapers have told teachers they may order one curriculum guide from a list provided by the newspaper for every 100 newspapers delivered to the classroom. Adjust the number to fit your requirements.

- How do you want to distribute curriculum aids? When there is a single guide that accompanies a specific number of deliveries – a program – the guide may be able to be delivered with the bundle of newspapers. However, most teachers like to have the guide in advance of the newspapers so they can prepare. Guides can be sent by US Mail, dropped off with the school system’s Pony Express mail, hand delivered or sent via e-mail.

- How do you plan to print the guides? Printing of large curriculum guides can be very expensive! Maintaining a supply of many different guides also requires space and expense. Many NIE programs, including the NAA Foundation, have begun distributing guides on CD ROM. Files stored on a disk in PDF format can be opened by almost anyone with a computer and access to the free Adobe software. It is then up to the teacher or school to print the guide. CD ROMs are very inexpensive to produce, usually $3 to $4 each and they can hold a great deal of information. At least one newspaper has put every curriculum aid they have on a single CD ROM and give one to every teacher who signs up for any NIE program. The teacher then has all the guides in one place. Mailing a CD is also much less expensive than mailing a 50-page curriculum.
### Curriculum Choices

1. **How will you balance the following needs?**
   - Your needs as an NIE manager to develop materials you believe in, those you can use at workshops and ones that will convince teachers that you have a worthwhile product and process to offer them.
   - Teachers’ needs for interesting, straightforward, easy to use lessons that help them meet state and national standards.
   - Students’ needs to be inspired to learn, to acquaint themselves with the newspaper as a tool of lifelong learning … and to pass the test!

2. **Which grade levels and subject areas will get your attention first?**

   Target grade level(s) ____________________________________________

   Target subject area(s) ___________________________________________

3. **Will you deliver a broad-based curriculum that covers several grades or subjects or will you develop separate guides for each grade and/or subject?**

   In the first case, you will have one piece that can serve many purposes: a simple solution to fitting NIE into the curriculum, on the other hand, separate curriculum guides can provide greater depth and more creative approaches to different subjects. Be careful of labels that are too specific as to grade level. Some teachers don’t want to believe that the same activity can work well for gifted and remedial students or for fifth and ninth graders.

   - [ ] General guides for multiple grades/subjects
   - [ ] Grade or subject specific guides

4. **What format will you use?**

   - [ ] Stapled book
   - [ ] Plastic binder book
   - [ ] Three-ring notebook
   - [ ] Idea cards
   - [ ] Workbook
   - [ ] Newsprint booklet
   - [ ] Single page sheets
   - [ ] Other ______________________________________________________

5. **To whom will your curriculum guides speak, the teacher or the student?**

   - [ ] Teacher
   - [ ] Student
   - [ ] A separate sections for each

6. **Will you charge for curriculum materials, or give them away to teachers attending workshops or ordering newspapers?**

   - [ ] Free distribution
   - [ ] Paid distribution

   Estimated cost: $ ______ each.
Sample Curriculum Aids

WEATHER SCENE

INTRODUCTION: The weather is very important to students, parents, principals and teachers. What we wear, play, celebrate and eat are sometimes decided by weather.

ASSIGNMENTS:

1. Use the front page of the paper. Make a list of weather words you see.

2. Draw a picture about your favorite weather. Write under the picture why you would like to have that weather. Draw a picture of a weather scene where you WOULD NOT LIKE TO LIVE. Under the picture write why you would not like that weather.

3. Draw a picture and write under the picture why the weather is important to one of the following: teacher, student, farmer, homebuilder, school bus driver, school principal, your mother or your father.

4. Make a poster which has four parts: Winter, Spring, Summer and Fall. Cut out pictures of clothing you would wear during each season.
Sample Curriculum Aids

Getting to know The Hamilton Spectator

Exploring The Spectator

Find each of the following in The Spectator. Note where you found each item.

1. Who publishes The Spectator?

2. What is the headline for the most important story on the front page?

3. On which page in your newspaper will you find entertainment news?

4. Write the headline for a story from a foreign country.

5. Find a photograph that shows people in action. On what page is it found?

6. Locate a news story about a politician. Write the headline.

7. Name two reporters who write for your newspaper.

8. Name two columnists who write for The Spectator.


10. Which Canadian city recorded the highest temperature?

11. On what page can you find a list of sports scores?

The Best in Me

DIRECTIONS: Put a name, photo, or a drawing of yourself in the square. Complete the sentences with items found in newspapers. Hand your completed chart to a classmate and have him or her write the positive traits that these choices represent on the outside of the circle.

I am...

I'd like to be more like...

I believe in...

I value in a friend...

I'd buy...

I'd work for...
Tabs

A tab (newspaper jargon for tabloid) is a newsprint publication, approximately half the size of a standard broadsheet. Tabs are used for many reasons in newspapers such as television listings, special regional editions, real estate information, etc. For the purposes of this section of NIE Getting Started, we are referring to tabs that are designed as curriculum aids that usually combine both informational material and suggested NIE activities. Tabs are relatively inexpensive to reproduce, since they are printed on newsprint using your own presses. They are often timely, covering such topics as elections, the sports, holidays, local celebrations and multicultural studies. They are often written directly to students.

Creating a good tab is not easy. It takes research, good writing and design, and a legitimate educational approach. However, a new level of awareness and cooperation can be developed with the news-editorial staff if they are willing to collaborate on producing a tab. Sometimes a particularly good newspaper series can be turned into a tab for classroom use.

It some states, NIE professionals work together to develop tabs that can be used by all NIE programs in the state. These cooperative efforts can produce some wonderful results that would not be possible from one newspaper working alone.

Local teachers or colleges are also great sources of writers for special tabs you want to create at your newspaper. The educators know what information is needed in the local schools and many college professors are experts at creating curriculum.

Many of our vendors (see appendix, page 107) produce tabs specifically designed to meet the requirements of NIE. Tabs are available on a wide range of topics. You can solicit a sponsor to pay the cost of obtaining that tab, if you like.

It is important that your tab contain activities that direct students to other parts of the newspaper. ABC has ruled that a tab that can be used alone cannot count as part of a paid circulation newspaper. That makes sense. If a classroom gets your newspaper on the day a tab appears but simply take out the tab and throw away the newspaper, that should not count as a sold newspaper. It was never used.

Special NIE tabs can be delivered three ways. First, they can be inserted into all newspapers produced on the day it is scheduled to run. This distribution method has the advantage of allowing your materials to be seen and used in the home as well as at schools. Some newspapers have the capability to insert the tabs into just those newspapers that are going to schools. This system saves printing costs. A third system is to print the tab alone, bundle it and deliver it to schools without the rest of the newspaper. This system does not generate any paid circulation for the newspaper.
Sample tab pages

Have fun with NEWSPAPERS

THE MORNING CALL

We have overcome.

NAACP rejoices in Allentown

PPI launching telecommunications business

Fun Newspaper Activities for Children and Parents
see clearly
read

verizon
This section discusses NIE workshops in general terms. For a more comprehensive discussion, with step-by-step instructions for creating several kinds of workshops, you should read, *NIE Workshop Workbook*, published by the NAA Foundation, and available for free download on our website, www.naafoundation.org. The annual NAA Foundation Conference always includes several sessions on conducting NIE workshops.

Good teacher training is the only means to ensure effective use of newspapers in the classroom. The newspaper’s strongest educational selling points – its current ness, flexibility and ever-changing content – can also be stumbling blocks for teachers accustomed to using more formal teaching techniques. A textbook has a certain security: predictable content, questions at the end of each chapter and a teacher’s manual with answers to those questions. Newspapers do not provide any of that.

You may want to launch a new or revitalized NIE program with an introductory workshop. Once teachers see the newspaper as the teaching tool of the 21st century and get a chance to practice the amazing array of individual and group learning processes the newspaper offers, they should be NIE converts and ready to help spread the word!

Just as teachers are anxious about using the newspaper, you may be anxious about teaching teachers, especially if you have not presented workshops before. There is no way the definitions and descriptions here can give you the experience of a stimulating NIE workshop, but they can give you a sense of what is possible. For the real thing, sit in on several presentations and workshops given by experienced colleagues at the annual national conference, at state and regional meetings, or in an actual teacher workshop setting in a nearby town.

It is not absolutely necessary that this be a do-it-yourself project. If there are
educators who can conduct effective NIE teacher workshops, and you have enough money to pay them, that may be preferable. There are also professionals who are willing to come to your area to conduct teacher workshops. Several of them are listed in the resources section of the appendix.

**Workshop types**

Subject, grade level or duration can categorize workshops. Several examples based on length of time follow.

**Promotional workshop**

This is a 30- to 45-minute presentation discussing how the newspaper can be used as a teaching tool and showing the different services and curriculum materials you have available.

**One- to two-hour workshop**

Such a session can be held during lunch, after school at a faculty meeting or during a teacher in-service day. It allows a short time for the teachers to try out a few activities and get the feel of using the newspaper in the classroom. Participants should leave the workshop with ideas suitable for use in their classroom the next day. This workshop and the promotional workshop are good for introductory school presentations, PTA meetings, school boards, college teaching methods courses, community groups or newspaper colleagues.

**In-service workshop**

Almost every school district has in-service days when the students are released and teachers work with outside resource people. Contact your local school system and find out when these days are held in your area and offer to provide a workshop at no cost to the district. This may be a half-day or full-day workshop. Here you get down to the nitty-gritty: the teachers do the work. They will be brainstorming to develop their own activities and lesson plans.

**Conference workshop**

This is a workshop given at a local educators’ conference, usually for one or two hours. The more of these presentations the better, because you are reaching more than one school or school district.

**Ten-hour workshop**

Generally conducted for teacher recertification, this workshop may be done in two five-hour sessions, five two-hour sessions or some other combination. You need to work with your local or state department of education to determine what must be included to be able
to provide recertification credit to the attendees. This type of session gives teachers a chance to experiment with NIE from week to week. Teachers are asked to develop projects using newspapers in their classes during the course. Weekly sessions might run as follows:

1. Introduction to the program, project assignment, slide show on newspaper
2. Role-playing activities, grade-level activities to be completed in class
3. Trip to the newspaper to meet staff and tour building
4. Teachers work cooperatively on their projects
5. Project presentations. All projects are presented to the class and students’ and teachers’ works are put on display.

Two-three-day conference

This is an intensive training program conducted by a newspaper or a press association in cooperation with a number of newspapers. It trains teachers in several areas and in some depth. If done in cooperation with a university, the institution may grant college credit.

College or university credit-granting course

A university may sponsor a course on NIE for one or two weeks in the summer or once a week for a semester or quarter. Usually such courses are offered through a college of education or continuing education. The college pays for the instructional staff. If you have the credentials, you may be designated as a faculty member, if you do not, a member of the regular faculty may be designated as the instructor to whom you will be an assistant. The newspaper usually furnishes materials, newspapers and speakers. Summer courses are usually on campus; school-year courses may be held in one or more locations in your circulation area. Students pay tuition to the college and receive credit based on the hours scheduled.
Organizing a workshop

Here are some tips on organizing successful workshops:

✔ Set priorities. Define your geographic boundaries. Determine who you want to reach within those boundaries, markets that will give you the maximum exposure and greatest return on your investment of time, capital and energy. It makes little sense to try to conduct workshops in areas where your newspaper cannot deliver good service.

✔ Set limitations. Decide the minimum and maximum number of participants necessary to carry out a workshop. Don’t be embarrassed to postpone it to recruit more participants if you do not reach the minimum. And do not apologize if you need to turn participants away. Assure them there will be another workshop soon.

✔ Be a good host. Pick a setting conducive to learning and enjoyment – an attractive room, large enough to accommodate the number of people, with enough tables for working and comfortable chairs. Two hours in a chair designed for an 8-year old does not promote learning! Refreshments will go a long way toward making the workshop a success, especially if it is at the end of the teaching day!

✔ Define types of workshops. Determine the types of workshops you are able to conduct. Are you more expert in a particular curriculum area? What grade levels appeal to you the most? Start in your comfort zone and work out from there. Do not hesitate to bring in experts to cover areas that are beyond your expertise.

✔ Set measurable objectives. What do you expect to get from the workshop and how will you know if you have achieved your goals. The objective you set for the workshop should be measurable so you can report to your superiors on your success.

✔ Allow participants to determine some goals. In preliminary correspondence, or at the beginning of each workshop, ask participants what they expect to get from the experience. Take those expectations into account as the workshop progresses. If possible, teach to the stated objectives set by your school district, county or state. Always incorporate your NIE goals into the workshop objectives.

✔ Hold a planning session. Let your instructional personnel or representatives of your target audience help you plan the workshop. Use a detailed planning sheet to ensure that no preliminaries are overlooked. File planning sheets for reference in future program planning, monthly reports and budgeting.

✔ Do not over-organize. We tell teachers that the newspaper encourages flexibility, changing content every day. Teacher workshops work the same way. Do not be so tied into a particular sequence of activities that you are unable to go with the flow of the needs expressed by the participants.
✓ Emphasize NIE’s national scope. Tell teachers and parents of NIE’s long and growing role in the nation’s education (see “History of NIE” on page 9). Remind them that the newspaper will be the reading material most available and used by students once they leave school.

✓ Develop an activities file. Keep files of successful workshop activities. File one activity per folder. Keep materials ready for immediate photocopying as workshop content warrants. Make transparencies or PowerPoint slides for visual reinforcement of newspaper activities. Record ideas developed by teachers during your workshops and use them in subsequent workshops and newsletters, giving credit whenever possible.
Workshop preparation checklist

Preparing for a one-day workshop

- Determine grade level, curriculum scope and location of the workshop
- Contact speakers
- Create and mail brochure with registration form to all superintendents, curriculum directors, principals and teachers within the area you are trying to reach
- Create in-paper ads to promote the workshop, with coupon for registration
- Place stories in the newspaper regarding workshop topics, leaders; include registration information
- Decide on the maximum number of registrants
- Make up hour-by-hour time schedule
- Arrange for room setup
- Arrange for food for breaks and lunch. Order lunch tickets, if necessary.
- Develop and print programs
- Make up registration cards and arrange for people to staff the registration desk
- Order nametags. If possible, have names put on them in advance
- Make up packets for each participant. Possible inclusions: workshop program, pad of paper, pen with name of newspaper, brochure with list of materials available and cost of classroom newspapers, newspaper order form, free curriculum materials.
- Order all audiovisual equipment for speakers
- Order materials for work sessions: construction paper, markers, glue, scissors, etc.
- Order enough newspapers for participants. Check with the circulation department the day before the workshop to make certain newspapers are scheduled for delivery.
NIE Week

Each year, during the first full school week in March, the International Reading Association, the Newspaper Association of America Foundation and the National Council for the Social Studies sponsor NIE Week. The collaboration among these organizations has been nurtured for several decades. You will find that your local teachers know and respect — or perhaps belong to — IRA and NCSS. Observing NIE Week along with local chapters of these educational groups will strengthen your credibility.

NIE Week is a celebration of newspaper reading in the schools. It is a chance for educators to experiment with integrating newspapers into classroom instruction and an opportunity to look at the changes newspaper reading can make in the curriculum.

NIE Week is a special event: a good time to show students and teachers that they will usually find something interesting to read in the newspaper, that each day offers new fare at a very reasonable cost and an excellent way to apply theoretical lessons to practical, everyday situations.

Each year a theme is developed for NIE Week and a curriculum guide is written by an expert in the field. The guide is available from the NAA Foundation or from either of the other organizations. You can count on this guide and accompanying support materials to provide your program with a quality project for the week.

Although this celebration is called NIE Week, there is no requirement that you celebrate either on that specific week or that you limit your celebration to a week. Many NIE programs celebrate NIE Month in March and others find a different time of year works better for their program.

This celebration is a wonderful time to showcase student work in your newspaper, hold student or teacher competitions or present awards to outstanding teachers or students.

You can order the NIE Week curriculum guide on our web site, www.naafoundation.org. Thanks to a grant from Abitibi Consolidated, the guide is free.
Welcome to Florida Newspapers In Education Coordinators, Inc. online. We're glad that you stopped by. Newspaper in Education (NIE) is an international program of cooperation between newspapers and schools that encourages the use of the daily paper as an up-to-date, instructional classroom tool. Through NIE, newspapers are used in all subjects as a progressive teaching resource, from primary through adult education levels. NIE motivates students, broadens knowledge and increases life skills. This website was designed to provide you more information on what FNIEC is, what we do, programs we have, participating newspapers, and more.
Sample web pages
Section V

Special Times, Special Projects
Extra! Extra!

This manual has led you through the basics of NIE. As you get to know your colleagues and read trade magazines and newsletters, you will discover that the possibilities for expanding on those basics are endless.

Do not be intimidated by the number and sophistication of the “extras” offered in other programs. If you and your newspaper come to be known for your NIE program over the next few years, these additions will come naturally, often suggested by your local constituency and particularly appropriate to your own city or town.

Avoid letting the extras take over too much time, especially when they do not specifically encourage the use of the newspaper in the classroom.

Here are a few samples of the programs others have added to their NIE offerings:

**Contest**

The Scripps-Howard Spelling Bee, The Stock Market Game, Mock Trials, Citizen Bee and Geography Bee are all national contests that your school systems may want to participate in and your newspaper may be willing to sponsor. These are good programs to bring public awareness to your newspaper. They help identify you as a supporter of quality education. With a little creative curriculum development, preparation for some of these contests can be tied to the use of the newspaper. If you do not want to bother with someone else’s rules, you may want to organize a local contest of your own, with the help of local educators.

**Partnerships for special projects**

Beyond the NIE sponsoring partnerships, through which businesses and individuals buy newspapers for classroom use, partnerships can be developed for special occasions or purposes. For example, the League of Women Voters might help sponsor election-related curriculum aids. Your NIE program could cooperate with the historical society to involve schools in the celebration of your town’s centennial or other important local anniversary. NIE math, geography and other activities can be organized around the statistics and travel of local professional or semipro athletic teams, with appearances by team members at schools and malls.

**Telephone hotlines**

Voice mail has become a very handy tool for NIE. It can do a number of jobs for you: registering initial inquiries about the program, taking non-delivery complaints and announcing upcoming events. Even better, you can record three or four ideas for the use of today’s newspaper for NIE teachers who may be short on time and ingenuity. If your newspaper has a teletext line, you can use this to promote NIE programs, offer teachers a place to post homework assignments, etc.
Lending library

As you collect NIE materials, you may want to share many of them with the teachers in your community. Special books, curriculum guides and videos can be organized into categories and made available for borrowing. Be certain to set up a system that will keep track of what is out and who has it, or your lending library will quickly become a giveaway program.

You may want to include in your library a collection of books that have a newspaper theme. Nancy Govoni, NIE Manager, The Daytona Beach News-Journal, Daytona Beach compiled this list and gave us permission to reproduce it.

The following books contain newspapers-related themes.
The level is given only as a general reference and does not indicate the only level at which that book may be used effectively.

**Elementary**

Summary: In this fantasy, a town finds out the hard way the consequences of not reading, but in the end they are saved by the written word.

Summary: This beautifully illustrated book describes the nature of books in the world before the development of the printing press and the subsequent effect of that invention on civilization.

Summary: Big Bear, Rabbit and other animals work hard to write, edit and print their newspaper, "The Furry News." Includes tips for making your own newspaper and defines a number of newspaper terms.

Summary: On her round-the-world trip, Nellie Bly reportedly picked up a monkey in Singapore. This is the monkey's version of the story.

Summary: A mini-biography of trailblazing reporter Nellie Bly and her trip around the world in less than eighty days.
Summary: A biography of the journalist, newspaper owner and suffragette who campaigned for civil rights and helped to found the NAACP.

Summary: The wolf gives his own outlandish version of what really happened when he tangled with the three little pigs.

Summary: A wonderfully illustrated version of Church's editorial from the 1897 New York Sun.

Intermediate/Middle

Summary: Four brief "stories" about parents, trains and cows, or is it really all one story? The author recommends careful inspection of both words and pictures to both minimize and enhance confusion.

Summary: Eleven-year-old Minna Pratt learns about life from her eccentric family, her first boyfriend and Mozart. (Her brother sings the headlines.)

“The Get Real Series” by Linda Ellerbee
Summary: Casey Smith, an intrepid 11-year-old journalist, revives her middle school's defunct newspaper and investigates what looks like an environmental pollution cover-up at the local paper mill.

Summary: Eleven-year-old Casey Smith decides to do an investigative story for the school paper about a cheating ring operating on campus.
Summary: Intrepid 11-year-old journalist Casey Smith is so busy trying to get a story for the newspaper about a victim of physical abuse that she neglects her friend Ringo, the school's first male cheerleader.

Summary: Intrepid 11-year-old journalist Casey Smith protests Crush Cola's corporate sponsorship of her school, a deal that would give the company a monopoly on the soda sold there.

Summary: Harry's adventures in his first year at Hogwarts, a training school for young wizards. (There are numerous references to the newspaper, The Daily Prophet, in this and other Harry Potter books in the series.)

"Kids in Print," by Mark Levin, paperback, 80 pages, GoodApple, ISBN 1-56417-661-4
Summary: The nuts and bolts of publishing a school newspaper are presented with many black line masters for kids and teachers.

Summary: A fifth-grader starts a newspaper with an editorial that prompts her burned-out teacher to really begin teaching again, but he is later threatened with disciplinary action as a result.

Summary: Parallel biographies of two women who used their journalistic skills to fight unjust treatment based on gender and race in late nineteenth and early twentieth-century America.

**Middle/High**

Summary: A pictorial history of the year in cartoon form.

Summary: A retelling of the story of the Trojan War illustrated with collages featuring newspaper clippings of modern events from World War I through the Persian Gulf War.
Summary: Profiles of the life and work of more than 50 notable women journalists.

Summary: An abridged version of the famous woman journalist's experiences as she tries to make a trip around the world in less than eighty days in the late 19th century.

Other Resources

"Adventures Behind the Scenes at a Newspaper," a 20-minute video shot at the Tallahassee Democrat by Dogwood Production, 1-800-937-2670.

"Around the World in 72 Days," a 60-minute video produced by PBS as part of The American Experience Series.


"Modern Marvels: Newspapers," a 50-minute video produced by the History Channel.

"News History Gazette," a 35-page tab-sized history of the news industry with a special pullout poster of front pages through the ages. Produced by The Newseum, 1-888-NEWSEUM.

Dramatic presentations and demonstration lessons

NIE professionals with a flair for the dramatic sometimes work up spectacular presentations for teachers, students or parents. They develop videos, slide shows or PowerPoint presentations to introduce their programs and sometimes even appear as special characters, costume and all, representing the newspaper. Younger children especially enjoy relating to these people, dressed up in newspaper garb or as animals serving as metaphors for the newspaper (for example, the Middletown Bee). You can become a real favorite at malls and fairs if your act is good enough!
Conducting and Using Research

One of the frequent questions you will be asked about the NIE programs is, “Does it work?” This question demands a slightly different answer according to who is asking: Your newspaper colleagues want to know whether NIE creates future readers. Teachers and parents will want to know whether the newspaper helps students learn. Be sure to check with the NAA Foundation web site, www.naafoundation.org, for information about the latest research done at the national level. You will want to do some research at the local level to add more information.

Whatever the meaning of the question, you will want to have some answers. Several decades of educational and readership research have provided some information. Some general conclusions include these:

• Parents and children of all ages have positive attitudes about newspaper use at school.

• School use of newspapers reinforces the effects of having a daily newspaper in the home. It also has been found to compensate to some degree for the irregular presence of a newspaper in the home.

• Students who use the newspaper in school have less trouble reading it, have more positive attitudes toward it and are more likely to read it on their own.

• People who read newspapers regularly are more likely to be active voters.

• Students who use the newspaper in school read more sections of the newspaper and show significantly greater interest in local government, neighborhood events, current issues and foreign affairs.

• Children who frequently read newspapers are more likely than nonreaders to be reading other things in daily life.

• In a three-year study of NIE in Volusia County, Florida, students in NIE groups showed significantly superior gains in spelling and vocabulary and had more positive attitudes toward the newspaper and its continuance in their classes than did nonreaders.

• In a six-week reading improvement program for 13-year-old elementary school students whose reading performance was at second-, third-, or fourth-grade levels, the performance of two-thirds of the 743 students went up more than a grade level. Ten students gained two years and two children gained more than three years. The results were attributed to using newspapers and magazines.

• Research by Dr. Dan Sullivan of the University of Minnesota examined programs in 22 cities across the country. The study compared test scores of students who had used the newspaper in class with those who had not. In all 22 cases, those students
who used the newspaper scored better on standardized reading test than did those who did not. Minority students and those who were not native English speakers showed the greatest achievement. (2002, NAA Foundation.)

- Research from the NAA Foundation that show young adults who remember using the newspaper in school are much more apt to be young adult newspaper readers. (2004, NAA Foundation.)

Research relating to NIE is constantly changing and it is recommended that you keep up-to-date information gathered from Foundation Update, published by the NAA Foundation and NIE Information Service, published by RC Anderson Associates, Inc.

**Do-it-yourself research**

What better way to establish strong roots for your NIE program than to measure its effectiveness through local research?

Research is not as difficult as it may appear. Talk to the people at your newspaper who do readership surveys. They often can fit several NIE questions into their general research. They may also have enough experience and motivation to help you find ways to research your program. Asking young adults who read your newspaper if they remember using the newspaper in school can help you show that the NIE program does encourage future readership. Newsday asked such a question on a readership study in 2001 and found that more than 65% of young adult subscribers got a start on reading the newspaper in school!

You may also want to survey teachers and students at the end of the school year to determine satisfaction levels. Ask the students if they expect to read the newspaper over the summer months.

Your school system may be willing to set up an experimental NIE study to compare the results of students who use your newspaper with students who do not. With state and national mandated tests required of most all students, the information you need to do such a comparison is available. You know which classrooms ordered your newspaper and you can compare test results for those classrooms – no comparison of individual students – to those in a class identified by the school as non-newspaper users. You will need the full cooperation of your local school district for a project of this type.

**Evaluating Your NIE program**

The key to evaluating your NIE program is to build-in measures of success right from the beginning. When you set your goals for the year, make sure you know how you will determine they were met. These are called measurable objectives. These are normally written in a form similar to this: As a result of (what), (who) will do (what) as measured by (evaluation). As an example: As a result of our Louis and Clark program, 75% of all
fourth graders involved will pass a post test by scoring at least 80% correct answers. In this example, you would need to provide the teachers with a post-test and have them report the results to you.

There are many ways success can be measured. It might be as simple as circulation numbers (As a result of our XYZ program, 60,000 additional copies of the ABC Newspaper will be delivered to schools in our market area as measured by circulation manifests.) Other measures can include test scores, entries in a competition, signed statements from parents, etc.

You will also want to measure teacher satisfaction with your NIE program. A survey sent out at the end of the year or end of the semester can help you determine if your programs are matching teacher needs. The best surveys will use a numeric scale where teachers can simply circle a number to indicate their satisfaction. Example: 1 = Poor; 2 = Below Average; 3 = Average; 4 = above Average; 5 = Excellent.

Questions on your survey may want to include:

- Satisfaction with delivery of the Newspaper
- Quality of the curriculum materials supplied
- Response of the students to the program
- Do you feel the use of the newspaper increased student learning?

Some open-ended questions will also help you plan for the future:

- What programs offered this year were of the most help to you?
- What topics would you like to see covered in the future?

Once you complete a survey like this make sure you use it to help plan your next year. Your program will not grow if you are not meeting the needs of the local teachers.
Sample Teacher Surveys

The Dominion Post
Newspaper In Education (NIE) Order Form/Survey  June 2002

NAME ___________________________ SCHOOL ___________________________

Would you like to receive NIE newspapers for the 2002-2003 school year? yes ___ no ___

If yes, which days? please circle M T W TH F

If yes, how many newspapers to be delivered each day? ______ (the maximum is 25/week)

____________________________________________________________________________________

If you have previously used this service, please take time to answer the following questions

1. Do you
   a. integrate the newspaper into your daily curriculum yes ___ no ___
   b. use it as a reading supplement ______
   c. other, please describe ________________________________________________

2. Which Dominion Post sections seem to be most educational for your students?
   ______________________________________________________________

3. Do your students enjoy KidFO? yes ___ no ___

4. Do your students enjoy A Voice of Our Own (teen page)? yes ___ no ___

5. If you received the following inserts during the 2001-02 year, did you find them useful?
   Literacy (News is Everywhere) -------------------------- yes ___ no ___
   Character Education (Your Character Counts) __________ yes ___ no ___
   West Virginia Authors _________________________________ yes ___ no ___
   Volunteering ......................................................... yes ___ no ___

6. Please suggest two subjects you would like to see covered during the 2002-2003 year.
   ______________________________________________________________

6. Do you use the “Teacher’s Activities” section at the NIE location of The Dominion Post’s web site?
   yes ___ no ___

Please write any suggestions or comments on the back. Thank you!

To guarantee newspaper delivery next year, please return this Order Form by Wednesday, June 12, 2002

Please return to:

External -- Marian Fisher
The Dominion Post
1251 Earl L. Core Road
Morgantown, WV 26505
Fax 304-291-9464

Internal -- Sandy DeVault
Board of Education
Central Office
Newspapers In Education 2001-2002 Evaluation

Your comments help us plan for the future.
Please take a few minutes to complete this evaluation.

(1) = very poor  (5) = excellent

1. The newspapers were delivered on time.
   (1) (2) (3) (4) (5)

2. My newspapers were delivered in the appropriate place.
   (1) (2) (3) (4) (5)

3. My newspapers were bundled with my name on them.
   (1) (2) (3) (4) (5)

4. I wrote to our business sponsor during the year.
   Yes ☑ No _____ Not applicable _____
   __ number of times written

5. My students wrote to our business sponsor during the year.
   Yes ☑ No _____ Not applicable _____
   __ number of times written

6. Please list ways you acknowledged your business sponsor during the year.
   ____________________________________________
   ____________________________________________

7. Did you/participate in the NIE hosted contests?
   Yes _____ No ☑ If yes, which ones
   ____________________________________________

8. Did your students read the serialized book, The Case of the Watermelon Patch Mystery, which was published in the newspapers?
   Yes _____ No ☑

9. Did you use the NIE websites at: www.abqjournal.com/nie or www.abqtrib.com/nie?
   Yes _____ No ☑

10. Did you use the USA Weekend material or website?
    Yes _____ No ☑

11. Did you participate in the daily e-mail activities?
    Yes _____ No ☑

12. The newspaper became a good resource for me this year.
    (1) (2) (3) (4) (5)

13. The NIE staff was friendly and helpful.
    (1) (2) (3) (4) (5)

14. The monthly newsletter was informative.
    (1) (2) (3) (4) (5)

15. Overall I would rate the NIE program as
    (1) (2) (3) (4) (5)

16. I teach
    ☑ elementary ☑ mid school ☑ high school

See back for additional comments.
Program Evaluation

Thank you for your participation in Nebraska Student Vote 2000, a joint project of the Nebraska Secretary of State and the Omaha World-Herald. Please take a few minutes to complete this evaluation. Your comments and feedback will be given serious consideration as we work to implement Nebraska Student Vote 2002.

1. Did your students attend a kick-off event in Kearney, North Platte or Gering?
   
   YES  
   
   NO  
   
   If yes, did you feel that the kick-off event was beneficial for your students? How?

2. Please rate the Student Voter Guide on the following:

<table>
<thead>
<tr>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content was interesting</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Content was age appropriate</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Design was graphically appealing</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Supplementary activities were useful</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

3. Please rate the delivery of the Omaha World-Herald on the following:

<table>
<thead>
<tr>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delivery was reliable</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>In-paper lesson plans were useful</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Receiving newspapers helped students</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

4. Please rate the supplementary materials on the following:

<table>
<thead>
<tr>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Received ballot box early enough</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Ballots were easy to understand</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Materials helped engage students</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

5. Please rate the mock-election on the following:

<table>
<thead>
<tr>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Process for submitting results was clear</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Website was easy to access</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

6. Did the Nebraska Student Vote program increase student's civic awareness?
   
   YES  
   
   NO

7. How did you use the Nebraska Student Vote curriculum guide?

8. Would you participate in Nebraska Student Vote in 2002?
   
   YES  
   
   NO  
   
   If yes, please provide additional feedback, including what you liked about Nebraska Student Vote and what you would improve.

9. Optional

   Name: __________________________
   School: _________________________
   City: ___________________________
   Phone: _________________________

Thank you for your feedback!
Resources

Ongoing NIE information and support

The following organizations periodically provide information about the newspaper industry and NIE. In addition, many have free or low-cost NIE publications in stock.

Newspaper Association of America Foundation
1921 Gallows Road, Suite 600
Vienna, VA 22182
Phone: 703-902-1730
Fax: 703-902-1751
Website: www.naafoundation.org

All NIE and educational service professionals and staff are eligible to receive Foundation Update, an award-winning, quarterly journal about NIE and youth programs. The NIE E-Forum is a free service of the Foundation. Perhaps of most importance, the Foundation staff is always available to answer questions and give advice concerning education programs.

Southern Newspaper Publishers Association
PO Box 28875
Atlanta, GA 30358
Phone: 404-256-0444
Fax: 404-252-9135

NIE Information Service
PO Drawer 160
Pittsford, PA 14534
585-248-5385

Newspaper Trade Publications

Editor & Publisher Yearbook
Editor & Publisher Magazine
11 W. 19th Street
New York, NY 10011
212-675-4380
NIE Service Providers

NAA Foundation maintains a list of NIE service providers on our web site, www.naafoundation.org. This list is intended to give you a reference point as you look for NIE materials for you program. NAA Foundation does not endorse or promote any specific provider. This listing is provided as a service only.

In August of each year, NIE Information Service prints a list of NIE service providers. The following is reprinted from the August 2004 publication with permission of NIE Information Service. Our sincere thanks to them for this listing.

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NIE Information Service

Newspaper in Education

Service Providers

Distributed August 2004

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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, 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.

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 center
spreads; 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*; SHEroes*; 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 Bunnicula: 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,

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 1200 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. Web site – www.naafoundation.org.

**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.


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'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: News Writing, 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 news hole. 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.


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: RAnd5165@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 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

Use the News Foundation/Dr. Betty L. Sullivan; 4104 24th Street, San
Francisco, California 94114, (415) 861-1637, Fax: (415) 503-1389. Web site:
http://www.usethenews.com, e-mail: BettyS@usethenews.com. Founded by Drs.
Betty L. Sullivan, Sherrye Dee Garrett and Edward F. DeRoche. Use the News
consultants include: Katie Sooklaris, Cheryl Binney, Stephanie Johnson, Norma
Parker Wilson and others. Offers non-profit (501 c 3) fiscal sponsors service
assisting NIE programs with sponsors outreach. Conducts workshops and
develops resources including web content, teachers guides, supplements and
others. Implementation of projects for Breakfast Serials, United States Olympic
Committee, NAA Foundation and others.

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.
Acknowledgments:

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Editor and Writer:
Jim Abbott, Vice President, NAA Foundation

Original Edition

Writers:
Taylor Hines, Principal, Communication Projects, Lovettsville, VA

Consultants:
Renee Gunter, Educational Services Manager, The Tampa Tribune
Kay Haffey, Director, Educational Services, The Pottsville (PA) Republican, Pottsville, PA
Linda Kleeman, Manager, Educational Services, The Houston Chronicle
Gwendolyn Kirk, Manager, Education Programs, NAA Foundation, Reston, VA
Helen Lightstone-Bloch, Educational Services Manager, Chicago Tribune
Oline Stigers, NIE Manager, The Gazette, Cedar Rapids, IA
Betty Sullivan, Media Education Consultant, San Francisco

Editors:
Loy McGaughy, Taylor McGaughy Publishing, Reston, VA
Deb Olcott Taylor, Taylor McGaughy Publishing, Reston, VA

Editorial note:
The information from this guide has come over decades of research and practice in Newspaper In Education techniques, especially an introductory outline/questionaire developed by Linda B. Shover, former assistant director, ANPA Foundation. Many of these individuals are no longer active in the NIE field but their pioneering work has helped shape the next generation of NIE professionals.