

NIE Quiz

Page 1 of 6

How well do you know your newspaper facts? Complete the questions below and give yourself 1 point for every correct answer plus any bonus points. (Hint: there are 37 points possible)

1. Who started the earliest recorded “newspaper”?
2. Who invented the printing press?
3. When was the telegraph introduced?
4. What years were known as the “golden age” of print media?
5. What is the oldest U.S. newspaper?
6. How many newspapers are sold daily in the U.S.?
7. How many people, on average, read each newspaper?
8. What percentage of old newspapers is recycled?
9. How many daily newspapers are published in America?
10. How many weekly newspapers are published in America?
11. More than ____ percent of all newspapers have a circulation of less than 15,000.
12. How many U.S. newspapers have web sites?
13. Where does Walter Cronkite go when he wants to get the news?
14. What were newspaper educational programs called before NIE?
15. NIE programs increase overall school performance by how much?
16. How many NIE programs are there, according to NAA?
17. How many students do these programs reach each year?
18. What percentage of daily newspapers with circulations under 15,000 have NIE programs?
19. What type of newspaper feature has experienced a resurgence in popularity from its 19th Century beginnings?
20. What newspaper initiated the first classroom newspaper program?
21. When was NIE Week initiated?
22. When is Newspapers in Education Week commemorated?
23. What is the number one determiner of future newspaper readership?
24. If #23 is factored out, what’s the next best way to create readers?

NIE Quiz

Page 2 of 6

25. When is National Newspaper Week?
26. When is Constitution Day celebrated?
27. Why is Constitution Day important to Newspapers in Education?
28. Authentic Resource is an education buzz word. Give an example of one.
29. What is informational text?
30. What percentage of internet sites contains informational text?
31. What percent of a typical classroom library consists of informational text?
32. How many minutes a day do first grade students spend interacting with informational text?
33. How many million Americans can't read informational text?
34. What is one of the best sources for informational text in the classroom?
35. What is the single most important activity a parent can do to help promote a child's success in school?
36. What famous newspaper columnist (he wrote 4,000) said "All I know is what I read in the papers"?

NIE Quiz Answers

Page 3 of 6

1. *Who started the earliest recorded "newspaper"?*
The Roman Acta Diurna, appearing around 59 B.C., is the earliest recorded "newspaper." Julius Caesar, wanting to inform the public about important social and political happenings, ordered upcoming events posted in major cities. Written on large white boards and displayed in popular places like the Baths, the Acta kept citizens informed about government scandals, military campaigns, trials and executions.
World Association of Newspapers - Newspapers: A Brief History
2. *Who invented the printing press?*
The printing press, invented by Johann Gutenberg in 1447, ushered in the era of the modern newspaper.
WAN - Newspapers: A Brief History
3. *When was the telegraph introduced?*
The invention of the telegraph in 1844 transformed print media. Now information could be transferred within a matter of minutes, allowing for more timely, relevant reporting.
WAN - Newspapers: A Brief History
4. *What years were known as the "golden age" of print media?*
By the middle of the 19th century, newspapers were becoming the primary means of disseminating and receiving information. Between 1890 to 1920, the period known as the "golden age" of print media, media barons such as William Randolph Hearst, Joseph Pulitzer, and Lord Northcliffe built huge publishing empires. These men had enormous influence within the media industry, and gained notoriety for the ways in which they wielded their power.
WAN - Newspapers: A Brief History
5. *What is the oldest U.S. newspaper?*
The Hartford Courant, established in 1764.
World Association of Newspapers - Newspapers: Oldest Newspapers Still in Print
6. *What is the largest circulated U.S. newspaper?*
USA Today, circulation 2,603,000.
World Association of Newspapers - Newspapers: Oldest Newspapers Still in Print
7. *How many newspapers are sold daily in the U.S.?*
Nationally, more than 54 million newspapers are sold daily.
2004 Newspaper Association of America Facts About Newspapers
8. *How many people, on average, read each newspaper?*
An average of 2.3 readers per copy.
2004 NAA Facts About Newspapers
9. *What percentage of old newspapers is recycled?*
Over 73 percent of all old newspapers in the U.S. were recovered and recycled in 2003, representing more than 9 million tons of old newspapers out of a total supply of more than 13 million tons.
2004 NAA Facts About Newspapers
10. *How many DAILY newspapers are published in America?*
Morning & Evening - 1,456; Sundays - 917
2004 NAA Facts About Newspapers
11. *How many weekly newspapers are published in America?*
Total Weekly Newspapers - 6,704; Average Circulation - 7,490; Total Weekly Circulation 50,212,925.
2004 NAA Facts About Newspapers

NIE Quiz Answers

Page 4 of 6

12. *More than ____ percent of all newspapers have a circulation of less than 15,000.*
 More than 50 percent of all U.S. newspapers have a circulation of less than 15,000; yet these newspapers account for only 10 percent of total newspaper circulation in the U.S.
Measuring Up, NAA 2001
13. *How many U.S. newspapers have web sites?*
 More than 1,500 newspapers in North America have web sites.
2004 NAA Facts About Newspapers
14. *Where does Walter Cronkite go when he wants to get the news?*
 “Well, I go to my newspapers first. They’re more complete than broadcast [news] today. The misfortune with broadcasting today is that all - even including your network, which is dedicated to the news - do not take enough time to give us all of the facts and the background.
Walter Cronkite in a CNN interview, 2005
15. *What were newspaper educational programs called before NIE?*
 The name “Newspaper in the Classroom” was the common name until the late 1970s. In 1976, the Canadian National NIC Committee of the Canadian Daily Newspaper Publishers Association changed the name to “Newspapers in Education” to more accurately portray the program’s reach beyond the traditional classroom. That same year the American Newspaper Publishers Association Foundation NIC Committee followed suit and Newspapers in Education became the standard in the United States as well.
Betty Sullivan, Use the News Foundation
16. *NIE programs increase overall school performance by how much?*
 When controlling for other factors, data suggests that having an NIE program for at least some classrooms at a school will increase the overall performance of the school, on average, by about 10 percent.
Measuring Success, Newspaper Association of America 2002
17. *How many NIE programs are there, according to NAA?*
 950 NIE programs nationally.
Measuring Up, NAA 2001
18. *How many students do these programs reach each year?*
 106,000 schools; 380,000 teachers and 14 million students each year.
Measuring Up, NAA 2001
19. *What percentage of daily newspapers with circulations under 15,000 have NIE programs?*
 48 percent.
Measuring Up, NAA 2001
20. *What type of newspaper feature has experienced resurgence in popularity from its 19th Century beginnings?*
 Serialized stories are not new. In 1841, near the end of the 73-chapter serialization of Charles Dickens’ *The Old Curiosity Shop*, the crowds thronged the pier in New York, awaiting the arrival of a ship from London carrying the latest installment of the story. As the boat came near the crowd yelled, “Is Little Nell dead?” Such was the popularity with 19th century readers of stories written in serial form. Many famous authors - Dickens, Arthur Conan Doyle and others - first published their stories in weekly or monthly magazines, only later publishing them in novel form.

NIE Quiz Answers

Page 5 of 6

21. *What newspaper initiated the first classroom newspaper program?*

The New York Times initiated what was likely the first formal classroom program in 1932, known as the New York Times School and College Program.

Betty Sullivan, Use the News Foundation

22. *When was NIE Week initiated?*

The first national Newspaper in Education Week was celebrated in 1983. Lesson plans were distributed to teachers through local newspapers and reading councils.

23. *When is Newspapers in Education Week commemorated?*

NIE Week is commemorated the first full week in March.

24. *What is the number one determiner of future newspaper readership?*

Of 18- to 34-year-olds that report they are current newspaper readers, 62% remember using the newspaper as part of a class compared to only 38% of those who are not current newspaper readers. The number one determiner of future newspaper readership was having a newspaper in the home.

*Growing Lifelong Readers,
Newspaper Association of America Foundation, 2004*

25. *If #24 is factored out, what's the next best way to create readers?*

... but classroom use scored within a few percentage points of it. When the presence of a newspaper in the home was factored out, classroom use was still the prime determiner of future readership.

*Growing Lifelong Readers,
Newspaper Association of America Foundation, 2004*

26. *When is National Newspaper Week?*

National Newspaper Week is the week beginning the first Sunday in October each year.

27. *When is Constitution Day celebrated?*

President George W. Bush signed Constitution Day into law Dec. 8, 2004, (Public Law 108-447) mandating an educational program every September 17th, Constitution Day.

28. *Why is Constitution Day important to Newspapers in Education?*

Every school and college that receives federal money must teach about the Constitution on Sept. 17, the day the document was adopted in 1787. Schools can determine what kind of educational program they want, but they must hold one every year on the now-named "Constitution Day and Citizenship Day." If Sept. 17 falls on a weekend or holiday, schools must schedule a program immediately before or after that date. This provides great opportunities for NIE support.

29. *Authentic Resource is an education buzz word. Give an example of one.*

The newspaper is considered an authentic resource as it is used on a daily basis by the greater portion of the population. Unlike a textbook that is usually only used when someone is in school, a newspaper has real world utility. It is important to stress this concept at newspaper workshops.

Dr. Darla Shaw, Western Ct. State University

NIE Quiz Answers

Page 6 of 6

30. *What is informational text?*
 Informational text is text that conveys information about the natural or social world. It is text written from someone who knows the information from someone who doesn't. It is text with specialized features such as headings and technical vocabulary.

Dr. Sherrye Dee Garrett, Texas A&M University-Corpus Christi 2005

31. *What percentage of internet sites contains informational text?*
 96 percent of websites are expository in some form.

Nell Duke, Michigan State University

32. *What percent of a typical classroom library consists of informational text?*
 10 percent of a typical classroom library consists of informational text.

Nell Duke, Michigan State University

33. *How many minutes a day do first grade students spend interacting with informational text?*
 3.6 minutes.

Nell Duke, Michigan State University

34. *How many million Americans can't read informational text?*
 44 million Americans are unable to extract information from text if inferencing or background knowledge is required.

Nell Duke, Michigan State University

35. *What is one of the best sources for informational text in the classroom?*
 Your newspaper is full of text that addresses the real world and has all the elements of informational text children need to know!

36. *What is the single most important activity a parent can do to help promote a child's success in school?*

According to the U.S. Department of Education, it's **READING**.

37. *What famous newspaper columnist (he wrote 4,000) said "All I know is what I read in the papers"?*

Will Rogers

What is your Newspapers in Education Quiz score?

37 points Just the **FACTS** -
 You've got them all!

30 points or more You make **HEADLINES**
 with your Newspaper
 Knowledge

20 points or more A **BYLINE** still belongs
 on this score

10 points or more You might run a
CLASSIFIED AD
 for help here

Under 10 points Maybe you'll **DISPLAY**
 more knowledge
 next time

*Compiled by Dawn Kitchell, Missouri Press Association,
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