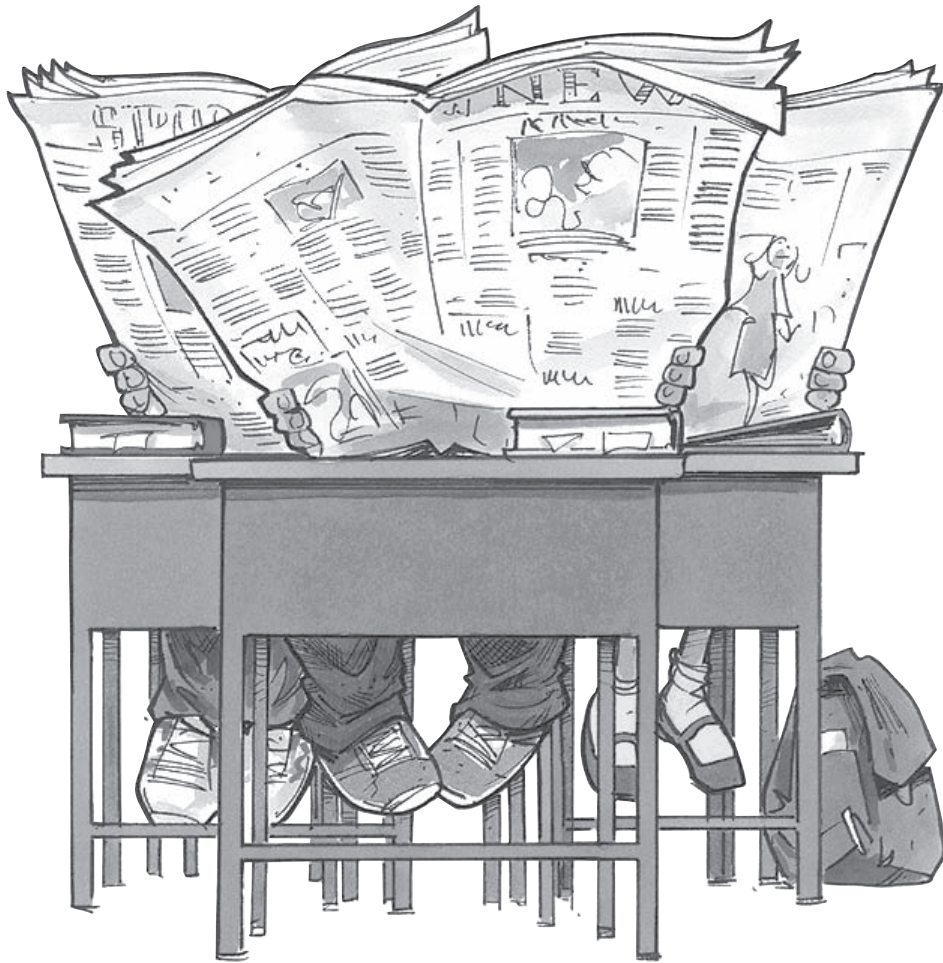


NIE: Getting Started

A Guide for Newspaper In Education Programs

Edited and Revised by
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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 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.

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 students' 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.

Facts about NIE programs

- 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.

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.

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?

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.

Choices:

1. What department will assume major responsibility for your NIE Program?

2. To which newspaper executive will the NIE program manager report?

3. What other departments will need to be involved? If possible, name the contact people:

Dept. _____ Contact _____

Dept. _____ Contact _____

Dept. _____ Contact _____

Dept. _____ Contact _____

tour.

- Take only classroom-size groups through the build-

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.

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.

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.

Your 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 this 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 9 with 1 being the most important). 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.

Ranking Objective (1 most important)

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

Other (specify):

- _____ To _____
- _____ To _____

Section III

Getting Down to Business

1. Select schools for your program.
2. Determine how papers will be delivered to schools and how schools/sponsors will be billed.
3. Meet with the school superintendent to explain the program and request permission for the implementation of a NIE program in the school(s).
4. Meet with principals.
5. Contact/Meet with teachers.
6. Conduct a mini-workshop and have teachers order papers and sign affidavits. (Hold teacher workshops at least once per year.)
7. Find sponsors for the program.
8. Publish thank you ads for sponsors and send thank you letters.
9. Promote your program. Publish photos of students using newspapers in the classroom and explain the program.
10. Celebrate your program during NIE Week, the first full week in March, and during National Newspaper Week, the first full week in October.

Get acquainted with your newspaper

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. People will be impressed that you are interested in what they do and you will learn many things you need to know!

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?

Newspaper IQ Test (cont'd)

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 newspaper's 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?

Newspaper IQ Test (cont'd)

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 newspaper's 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?

Newspaper IQ Test (cont'd)

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?

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.

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 at www.naafoundation.org.

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 type of school is located in your target districts?

PUBLIC	PAROCHIAL	PRIVATE	TOTAL
___ Elementary	___ Elementary	___ Elementary	___ Elementary
___ Middle	___ Middle	___ Middle	___ Middle
___ Jr. High	___ Jr. High	___ Jr. High	___ Jr. High
___ High School	___ High School	___ High School	___ High School
___ K-12	___ K-12	___ K-12	___ K-12

_____ 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 the grade levels for each type of school.

_____ 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.

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: Newspapers audited by the Audit Bureau of Circulations should review the rules governing NIE circulation. Visit www.accessabc.com for more information.*

Choices:

1. Cost of newspaper delivered to school

- 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 deliver day

Minimum number of delivery days _____

Minimum number of weeks _____

3. Days delivered

- Daily
- Partial Week
- Sunday
- Other: _____

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.
- 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.
- If available, 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.

The ABCs of ABC

For newspapers audited by the Audit Bureau of Circulations (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.

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. 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.

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. For more than one delivery the home delivered rate may be used. 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, remember that all donations to the NIE program must be voluntary and above the cost of any good or service that is involved. If tied to an advertising contract, the donation must be over and above the **regular cost** of advertising and must be voluntary.

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:

DATE	QUANTITY
<u>Every Monday in Sept., Oct.</u>	<u>25</u>
<u>Suzie Teacher</u>	<u>12/20/05</u>
<i>Teacher/Principal Signature</i>	<i>Date</i>

NIE sponsorships

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 provided to sponsors as recognition? (Mention in sponsor ads or thank you ads, letter from NIE coordinator, letters from students or teacher, etc.)

4. What rules and categories of giving will be established?

NIE sponsorships (cont'd)

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.

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 promotional thank you ads linking them to literacy.

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

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

Can we count on your business to sponsor a teacher and classroom?

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.

Choices:

1. Who will handle the billing for school deliveries? _____
2. How often will you bill? _____
3. Will schools be required to provide purchase orders? Yes ____ No ____
4. Will donated funds be used for all newspaper deliveries? Yes ____ No ____
5. How will accounts be credited for non-delivery? _____
6. What time limits are to be placed on payments? _____
7. Will you charge for materials? Yes ____ No ____
8. Will you charge for any other service? Specify _____

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.

NIE Sample Budget:

Salary/fringe for personnel	\$ _____
Development of promotional materials	\$ _____
Development or purchase of curriculum material	\$ _____
In-service workshops	\$ _____
Office supplies	\$ _____
Postage	\$ _____
Printing	\$ _____
Telephone	\$ _____
Mileage	\$ _____
Educational conference exhibits	\$ _____
Travel and fees – NIE conferences	\$ _____
Professional development classes	\$ _____
Subscriptions	\$ _____
Dues and memberships	\$ _____
Entertainment and events for educators	\$ _____
Honoraria for educators	\$ _____
Other	\$ _____

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.

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 1/2 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
- Specifics 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

Promoting NIE (cont'd)

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.

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 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

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.

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.

Promoting NIE (cont'd)

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

Elements of a direct mail package:

- Elements of a direct mail package
- One-page letter of introduction
- Brochure or flyer explaining the program
- Reply form or postcard
- Poster or classroom display element

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.

Promoting NIE (cont'd)

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.

COMPARISON OF NEWSLETTER DISTRIBUTION METHODS		
Delivery Method	Strengths	Weaknesses
First Class Mail	Prompt delivery to individual recipients	High cost
Bulk Mail	Low cost	Slow delivery rate Labor to sort mailing
Broadcast Fax	Very rapid delivery Low cost	Poor reproduction quality Distribution by school staff
Mass E-mail	Very rapid delivery Delivered directly to teacher	May be seen as SPAM PDF technology used
Pony Express	Low cost	Dependent upon school system to deliver Could be seen as a bother to school
Delivery Driver Drops	Low cost	When dropped with school bundles someone has to distribute it Only schools that currently get bundles
Hand delivered	Gets you into each	Very time consuming

Promoting NIE (cont'd)

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.

The newspaper page is annotated with labels and lines pointing to specific features:

- FRIDAY, February 9, 2001**: Date at the top left.
- name plate**: Points to the newspaper's name, "The Review".
- Alliance, Ohio**: Location at the top right.
- 50 cents**: Price at the top right.
- major news story**: Points to the main headline, "State drags feet on police station plan".
- byline**: Points to the author's name, "By GEORGE HALEBERT".
- Year in Photos**: Points to a sidebar section titled "Year in Photos" with a sub-headline "Photographs from the year 2000".
- main headline**: Points to the main headline, "State drags feet on police station plan".
- column**: Points to the right-hand column of text.
- DELECTABLE REFLECTIONS**: Points to a photo of a man in a white coat looking out a window.
- Ohio owes millions in child support**: Points to a headline in the right column.
- Computer blamed for withholding payments since '96**: Points to a sub-headline under the Ohio article.
- dateline**: Points to the start of the Ohio article, "COLUMBUS (AP) —".
- wire service**: Points to the dateline.
- photo credit line**: Points to the credit line below the photo: "The U.S. Post Office is reflected in the window of a new business on Arch Avenue, which opens Saturday. Melissa Maloney points on the window the name of the chocolate gift shop, Dione's Delectables, which is owned by Dione Kofler.".
- Alliance pushing housing rehab**: Points to a headline in the bottom left.
- City makes changes in program to bring more participation**: Points to a sub-headline under the housing rehab article.
- graphic**: Points to a weather graphic showing "64" and "25".
- In Weather**: Points to the weather section.
- Inside**: Points to a list of local news items.
- index**: Points to the index section.
- Long-sought drug said to fight sepsis**: Points to a headline in the bottom right.
- By JEFF DOWD**: Points to the author's name for the sepsis article.
- MAREKING WESTLIES ROLL TO NBC TITLE**: Points to a headline in the bottom right.
- jump line**: Points to the bottom right corner of the page.

Choices:

1. Will you produce an NIE catalog or brochure?

If so, who will be responsible for the design?

You

Newspaper art department

Other

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. Other promotion ideas:

Promoting NIE (cont'd)

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 they 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

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 newspaper's 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?

Promoting NIE (cont'd)

NIE workshops

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 the 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 currentness, 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.

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. 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

Here are some tips on organizing successful workshops:

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 an hour-by-hour time schedule.
- Arrange for room setup.
- Arrange for food for breaks and lunch.
- 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 the NAA Foundation web site, www.naafoundation.org. Thanks to a grant from Abitibi Consolidated, the guide is free.

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 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.



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Editorial note:

The information from this guide has come over decades of research and practice in Newspaper In Education techniques, especially an introductory outline/questionnaire 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.