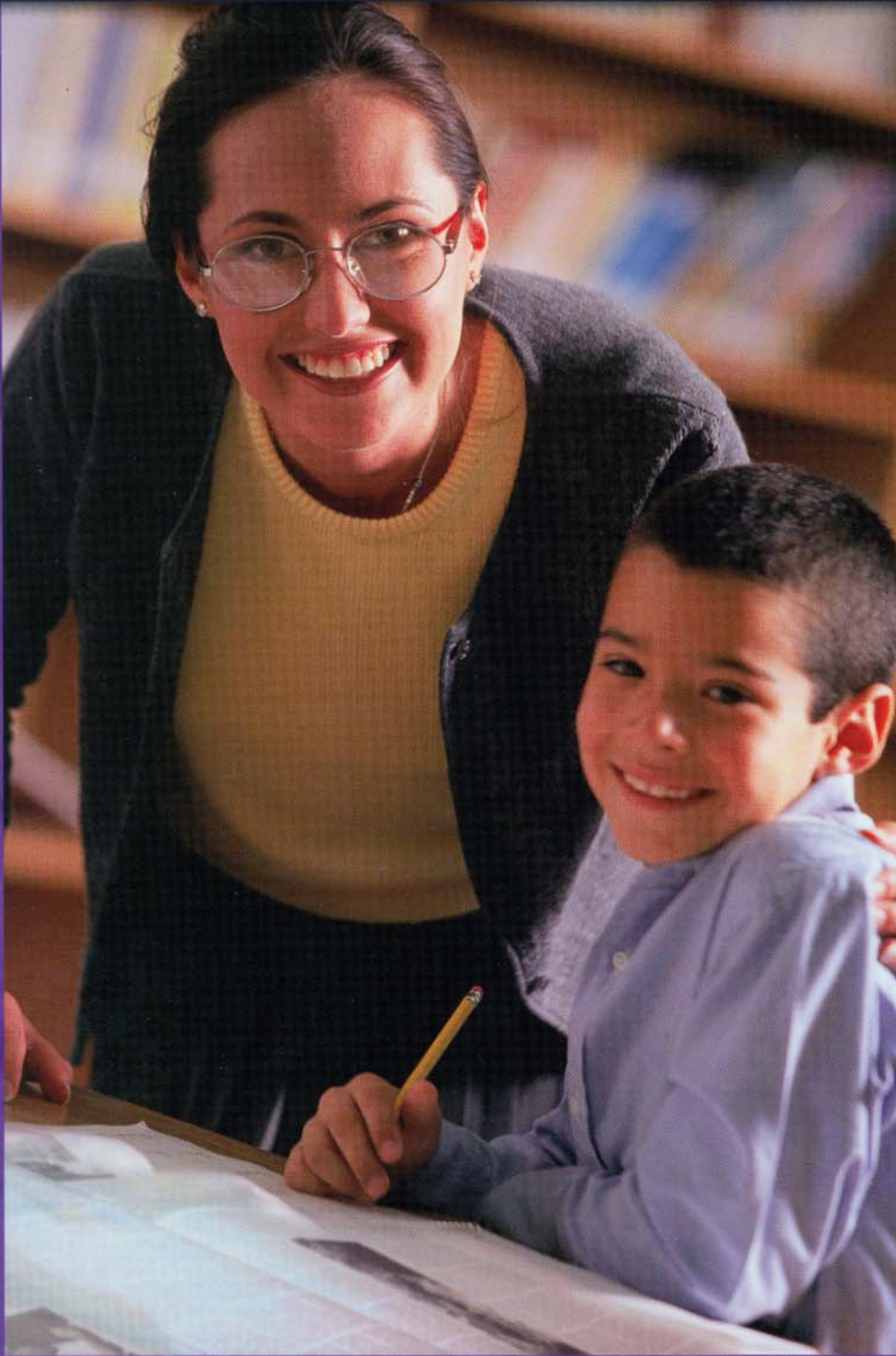


Newspaper In Education



A Guide for
Weekly and
Community
Newspapers

Newspaper In Education

A Guide for Weekly/Community Newspapers

**Newspaper
Association
of America**



Foundation

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Section One

Introduction to Newspapers In Education

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

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

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

Benefits of an NIE Program

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

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

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

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

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

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

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

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

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

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

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

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

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

Strengths of NIE Programs Unique to Weekly/Community Newspapers

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

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

utility information concerning items they are interested in buying.

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

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

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

work closely with local educators.

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

Section Two

Starting an NIE Program

Determine the scope of the program you want.

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

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

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

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

Your representative should be an articulate spokesperson for the newspaper.

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

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

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

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

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

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

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

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

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

Other Programs

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

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

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

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

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

Section Three

Sample Newspaper Activities

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

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

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

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

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

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

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

All About My Newspaper

The name of this newspaper is _____.

This newspaper has been printing since _____.

It is published _____ time(s) each week.

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

The number of pages in this newspaper is _____.

The Publisher of the newspaper is _____.

The cost of the newspaper is _____.

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

The headline for one front-page story is:

The story is about:

My favorite story in this newspaper is:

Newspaper Scavenger Hunt

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

Example: __A 1 __ Today's Date

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

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