

HOT Apple PIE

Partners In Excellence

April 2008

Summer NIE, As Varied As The Temperature

— Jill Scott Conklin

And what are you doing this summer? No, not the hiking/biking/lazing kind of activity, though that would be a fun question to answer. We asked NIE professionals about keeping their summer circulation alive. The answers are as varied as the newspapers themselves. And, with one exception, the circulation demands don't stop when the thermometer rises.

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In this Issue...

- One Great Idea Contest
- Serial Success
- Math Anxiety & NIE

Continued from Page 1

The *Star in Education*, the NIE outreach program of *The Kansas City Star* plans programs year-round based on sponsor interests. We purchase fall curriculum in July and spring curriculum in November. Programs traditionally offered each semester are a serial story and career exploration.



Jim Sajevic
The Star in Education
Kansas City, MO



Jason Quackenbush
The News-Gazette in Education program
Champaign, IL

As with most NIE programs, our summer circulation is just a fraction of what it is during the school year. However, we strive to serve whomever we can, from summer school programs to a few year-round schools. Generally we don't do any school programming over the summer. My planning for next year is starting now, in terms of program content and summer fundraising.



In our market we have traditionally marketed to summer schools and community colleges to maintain our summer NIE numbers. However, our market has seen a great deal of change - primarily the conversion of 29 schools from traditional calendars (August through May) to year-round.

We have begun distributing a 12-page educational tab each summer to meet the needs of these year-round schools. We also run a 5- or 6-week serialized story. This seems to be working for us; our summer numbers were up in 2007, and we're hoping for even more NIE circulation this summer.



Jean House
Raleigh News & Observer
Raleigh, NC

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Send letters to the editor to hotapplepie@hottopicshotserials.com with the subject line "letters."

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THANK YOU First Tennessee • Mid South Reads
Facing History & Ourselves • Lifeblood

For Sponsoring A Serialization of Excerpts from "Escape from Slavery"

In "Escape From Slavery," Francis Bok recounted his years in slavery as a child in Sudan and his journey to freedom in America. An estimated 27 million people live in slavery today.



Sarah Sahn, Communications Coordinator with the American Anti-Slavery Group, spoke recently to students and the community at Crichton College about the modern-day problem of slavery in the world. Attending the event were (from left) Bill Bailey, Educational Services Manager; Dr. Larry Lloyd, President, Crichton College; Kay Shelton, Executive Director, Mid South Reads; Chuck Newell, President Mid-South Market, First Tennessee; Sahn; Herman Strickland, Senior Vice President, Mid-South University Banking, First Tennessee; Rachel Shankman, Senior Director, Memphis Office, Facing History & Ourselves; and Margaret Ryan, CEO, Lifeblood Foundation.



Bill Bailey (at left)

We plan to provide newspapers and a tabloid supplement for the summer school remedial reading program. Mid South Reads, a coalition of 60 literacy-related organizations, will help me seek a sponsor – hopefully, \$10,000. The Mid South Reads executive director and I met earlier this month to start planning. We will try to obtain the sponsor this spring. We have done programs for summer school for the past two summers.

I am expected to average 2,000 daily and 2,500 Sunday NIE papers during the summer.

Bill Bailey
Commercial Appeal
Memphis, TN

And from a national perspective, here's what Jim Abbott from the NAA Foundation has to say:



Summer circulation is always an issue and, frankly, one that baffles me. NIE is a school program. School is out during the summer. Duh! I may have become cynical over the years but when the newspaper is pushing the NIE professional to keep the numbers up in the summer they are putting no focus on education, only on numbers. To me, that is the death of NIE.

Having said that, let me talk a bit about one program that I think has merit: NIE Home Delivered is approved by ABC. Students who were using the newspaper in class during the school year can have the newspaper delivered to their home as well. That can happen during the school year or during the summer. The key is an "auditable" proof that the newspapers were used-- a workbook to complete or teacher assignments. This needs to be an educational activity and needs ABC approval IN ADVANCE. Those of us who have spent a lifetime working with education decry the loss of learning that occurs over the long summer break. A valid education program to help ease that loss is a good thing.

Jim Abbott
NAA Foundation

**Tell us what you think
about Hot Apple PIE or any
NIE-related issue.
We'll print some of your
thoughts in our next issue!
E-mail hotapplepie@
hottopicshotserials.com**

From The Publishers *–Ned and Debby Carroll*

Just about the same time the first crocus pops its head up in yard, the first thought of summer NIE circulation pops into the head of the NIE professional. Some wonder how they'll keep their numbers up when school is closed. Others begin planning their summer sponsorship solicitation push. Like much in NIE, summer requires some significant advance planning.

So, in this issue, we look ahead to summer and beyond. We want to continue sharing the great things you're doing. That begins with your telling us what they are. We'd like to reward you for those flashes of brilliance. Please check out our first ever "One Great Idea" contest on page 9. And don't wait. Send your entry in today.



*Debby
+
Ned*

Election Options for NIE From Hot Topics Hot Serials

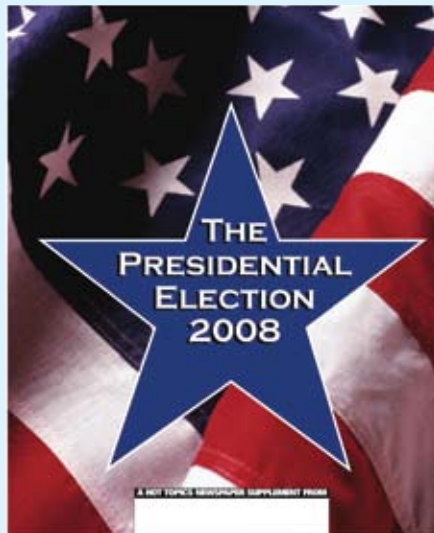
TABS and SERIES

Samples ready now! All will be updated for the 2008 election when the national candidates are chosen. Free set of 19 activity sheets included. Buy 1 tab or series, get second at half-price.

- **All About the Election** (elementary level)
- **Electing a President** (elem/middle school level) (tab or 13-part series)
- **Destination White House tab** (elementary middle)
- **The Presidential Election** (middle/secondary) (tab or 7-part series)

Election Serial Story 10 chapters (@850 words), Free teacher's guide

- **"Robyn Reports the Election"** is an engaging story about a young girl and her band of intrepid reporters covering their community election on Election Day.



Online "Election" Teacher Workshop

Order any tab or series by May 1 and for just \$125 more you can purchase our online course, **"NIE Presents: Using the Newspaper To Teach About the Election."**

Teachers take this one-hour course at their leisure from any computer. It will provide hands-on activities teaching vital election concepts. Teachers will be able to download NIE activity sheets from the course as well as the election tab of your choice! It's turnkey for you; just provide teachers with the link you'll get from us. You don't need a website or an e-edition. View the demo at: <http://www.niecourses.com/elect-demo/index.htm> (The last page isn't yet finished. It will be a certificate of completion.)

*Download free samples of any products from our website www.hottopicshotserials.com. For more information, or to place an order, call 800 352-5444 or email nie@hottopicshotserials.com.

HOT Topics
HOT Serials

State Testing Yields 112% Increase in Sunday Sales

—Jill Scott-Conklin



A Washington-state NIE professional has changed her teachers' "I don't have time for the newspaper" mantra to "I've got to have it."

How did she do this? By creating a program around WASL (Washington Assessment of Student Learning).

Mandated state standards and testing programs often become the focus of teacher instruction time, and can be an impediment to newspaper usage. "We made the WASL prep program work for them, rather than expect teachers to adapt to us," explains Michelle Smith, NIE Manager at the *Yakima Herald*.

Adapting a program created by their parent newspaper, *The Seattle Times*, last fall Michelle hired a teacher to write 3-5 weekly questions—all tied to the Sunday edition—to develop skills in reading, writing, critical thinking and analysis. These questions are then e-mailed to participating teachers for use on Monday morning.

"In response to the program," Michelle reports, "NIE has grown significantly, and not just on Sunday. Daily NIE copies are up by 27% because "once teachers received the Sundays, they wanted other days as well."

Michelle adds value to the weekly questions with test-prep tips on their website (www.yakima-herald.com/nie) and a monthly newsletter. "The numbers are great," Michelle concludes, "but more importantly, teachers now have a simple way to incorporate the newspaper into their classroom. Best of all, we have developed a close relationship with local teachers, who are referring their colleagues to NIE."

TIPS ON STARTING A TEST-PREP PROGRAM:

- Familiarize yourself with your state's standards. The state education website is a great first start.
- Meet with local teachers/public school officials to learn what teachers focus on in their classroom. Michelle learned that her program was not meeting teachers' needs and was looked at as an "add-on."
- Network with the schools' foundations and NIE teachers. Based on talking to teachers, Michelle made changes to her program, including changing the word "curriculum" to "educational programs," a friendlier phrase.



NIEvolution

—**Kriss Johnson**

What's going to be my NIE hook for next fall?

What can be the educational focus to strengthen the involvement of our teachers?

I got my answer in an "aha" moment: A 200 year-old man. A tall, skinny man who wore a very tall hat and wrote speeches that many of us have memorized. Our 16th president. The person we had better get ready to see everywhere, because our nation is beginning two years of events to celebrate Abraham Lincoln's birth on Feb. 12, 1809.

This epiphany was even accompanied by a sound track. The next morning while reading my newspaper I coincidentally scanned an article about a new soundtrack saluting Abe Lincoln. Chris Vallillo's "Abraham Lincoln in Song" is a collection of mostly Civil War-era songs. I read a little deeper and found that Mark Summers, a history professor at the University of Kentucky said the project has a place in music. "This album shows a slice of the time period, offers some sentimentality and the emotions at the time." Could this be something you pop in the CD player while reading your newspaper? There are songs that grew out of the times inspired by Lincoln's call for Union volunteers in 1861, and tunes like "Dixie"— which Lincoln is said to have liked – associated with the South and written by a Northerner. Vallillo wrote, "On the day peace was declared, Lincoln broke the news to the crowds by having the White House band perform 'Dixie.'"

So what's that got to do with our NIE hook?

Newspapers provide a timely history textbook. We can connect with the national Lincoln interest and enhance our NIE program. We can encourage our teachers to use



today's newspapers/e-editions and ask students to compare and contrast the present and the past. And we can present this Illinois frontiersman as the American icon that he is, and encourage readers to think about what it is to be an American. (Did you know that Lincoln was a talented wrestler and storyteller, and that his step-mother was a great influence in his life?)

So here's my Lincoln advice: Start now collecting ads and columns that use Abe or are about him. During the next two years you should collect a cabinet full. Just like the newspaper article I used to pull Lincoln into music, I'm sure you'll find articles that can pull him into all subjects. Then integrate Abe into a fun, hands-on teacher workshop.

Here are some suggestions for workshop activities: Go to www.abrahamlincolnarchive.com and <http://www.abrahamlincolnarchive.com>. Read historic Lincoln newspaper articles and get a sense of the world 200 years ago.

Print a few of these articles for your workshop and have teachers get into small groups, read old articles and look through today's newspaper and discuss questions such as these: "What's the difference between the issues today and during Lincoln's time? What were Lincoln's favorite things and what are today's president's favorite things? Are Lincoln's favorite items still available?"

Keep watch for good opportunities. My newsroom created a fun full-color page about Lincoln on Feb. 12. I asked them for a pdf and had it put on my NIE Web site, www.nieconnects.com.

Just writing this is getting me excited to conduct my next NIE teacher workshop when I can set the tone with the "Abraham Lincoln in Song" CD in the background. Hmmm. I wonder if I can find Abe Lincoln shaped plates or cookies?

Kriss Johnson

Kriss Johnson of the Lexington Herald-Leader would love to hear from you about what kinds of Lincoln things you can find. headlines@aol.com

I got my answer in an "aha" moment: A 200 year-old man.

Serial Success is Better Than Okay in OK!

—**Debby Carroll**

When Sara Amberg, NIE Manager in Tulsa, Oklahoma, decided to run the serial story from NAA, *Robyn Reports: The Nutty Neighborhood Block Party*, she discovered an interesting connection to her local newspaper. Author Stacy Tornio is an Oklahoma native, now living in Wisconsin. Her mother is a teacher in Ada, Oklahoma. So, Sara invited Stacy to come to Tulsa to conduct workshops for local teachers and students.

Sara reported, "Stacy Tornio came and it was wonderful! We offered two workshops, one for teachers in the morning and a second for children in the afternoon. We had 40 teachers and 50 kids. The kids' workshop was free and in such demand that we had a line of kids waiting at the door to see if a space might come open."

The newspaper had run other serials but had never brought in an author prior to this event. The fact that Stacy had worked as a reporter and editor was what intrigued Sara. "Stacy's ideas about using the newspaper didn't come out of left field; we could tie in NIE themes and make them appropriate. In addition, her visit created

more excitement for the serial and the teachers could ask her questions about the story while using it in their classrooms."

After the morning with the teachers, Stacy worked with children who had come to learn about writing. The children's workshop included learning stations, along with computer research on how to get their writing published. Many of the children were in the middle of reading *Robyn Reports: The Nutty Neighborhood Block Party*, which was still running in the local paper. "We talked about how newspapers and reporters like Robyn help their communities," Stacy explained. And, they did writing exercises. "In one, they had to pretend to be reporters and interview each other for an article. It was a lot of fun. I'm glad I can share the importance of newspapers with young people. I hope Robyn helps instill this message as well."

The evaluations from both the teachers and children for these events were overwhelmingly positive, the best of the year's events. Every child who responded said that they would return.



Stacy and the kids had a great time.

One teacher won a visit from Stacy the following Monday, but unfortunately Tulsa was ravaged by an ice storm. It closed schools for a week and Stacy was stuck in Tulsa for a while. She made plans to conduct a session with that teacher and her class either by web cam or by phone.

"Stacy worked so hard on her presentation and the teacher activities; she was incredibly prepared and professional," said Sara. "I highly recommend her, especially for the Robyn election series coming this fall. The kids loved Robyn and they loved Stacy!"

"My last piece of advice," says Sara "is to not plan an author visit during the worst ice storm in state history."

Tulsa World circulation is about 120,000 daily and 170,000 Sunday. For more information, contact Sara Amberg at Sara.Amberg@tulsaworld.com. You can view a slideshow on their web site at: www.tulsaworld.com/nie under "programs" and then "workshops."

Stacy Tornio is the author of two serial stories available for NIE syndication. Robyn Reports: The Nutty Neighborhood Block Party is available free from NAA Foundation (www.naafoundation.org).

Stacy's new story about Robyn and the election is syndicated by Hot Topics Hot Serials. Email nie@hottopicshotserials.com for a sample.

TIPS FOR SUCCESS

- Start early. Allow several months for arrangements to be made.
- Choose an author whose resume is relevant to NIE.
- Solicit ideas from teachers about their objectives for attending the event in order to plan for meeting those needs.
- You may want to arrange an author visit via the Internet – streaming video or an online interview with students in real time.
- Charge teachers a nominal fee. In Tulsa, the usual charge is \$15. That doesn't cover the cost but it helps secure a more invested audience of attendees.
- Seek out free venues for the event, i.e. libraries, schools, colleges.



Show Off your great **IDEAS!** Win money! Win Admiration!



We know your NIE department or state organization has done some terrific things and we want to reward you for them! *Hot Apple PIE* is awarding cash prizes in our first- ever **“One Great Idea”** Contest. We’re seeking both new ideas or new twists on tried-and-true NIE projects.

Because, after all, don’t you really just need one great idea to make a difference in your program?

Regardless of the size of your newspaper or your staff, you can enter and win in any or all of 13 categories:

- General Excellence
- Advertising/Promotion
- Creative Contests
- Community Involvement
- Original Curriculum Development
- Sponsorship/Fundraising
- Unique Use of Purchased Curriculum
- Websites
- E-Editions (Transition, Marketing, Use in Schools)
- Partnerships with Local Companies, Organizations or Sports Teams
- Teacher Workshops
- Interdepartmental Collaborations: Did you do something great with the Newsroom? Advertising?
- Miscellaneous: Got an idea that doesn’t fit in a category? Send it in anyway!

A \$50 prize and a plaque will be awarded in each category. Every idea submitted will be publicized in HOT Apple PIE.

There is no entry fee to enter the *HOT Apple PIE Great Ideas Contest* and you do not have to be a *HOT Apple PIE* subscriber to enter. Submit your entries electronically. The entry form and instructions were sent out with this issue. Entries are easy to fill out and take only a few minutes to complete.

Remember, the judges are looking for great new ideas, or creative approaches to previous projects.

The deadline for submissions is May 15.

If you have any questions, or need additional entry forms please contact us at hotapplepie@hottopicshotserials or call **800 352-5444**.

Out of Circulation

—Jill Scott-Conklin



The Improved Target Day Activity

Would you like to treat your teachers to an innovative take on the Target Date activity? And at the same time treat yourself while traveling by plane? A few years ago, I connected those disparate dots and came up with a two-fer.

Out of a desperate need to make airline travel less boring and anxiety producing, I had taken to walking through the terminals looking for interesting faces. What I found—even more intriguing than the Fellini-esque parade of characters in an airport terminal—was a newspaper harvest beyond my wildest hopes.

On plastic banquettes throughout airports, I found abandoned major American dailies, of course, but also weekly newspapers from places like Joplin, Missouri, and Peru, Illinois. And in the international arrivals terminal (the truly bountiful harvest), publications from places like Iceland and China (I think), Jamaica, and Peru.

Greedily scanning their contents, I knew I had a gold mine here but didn't know what to do with them. I couldn't very well fold this bulk into my carry-on bag, so I did what any normal NIE professional would do: right there in the terminal I started clipping ads, articles, photos and headlines that piqued my interest. (My coupon clipper was always part of my purse contents; today, post-9/11, it could be contraband.)

And the "what to do with it" part came from my 2 children. Home again with them, I decided to play a game, showing them the clippings and having them guess what country (foreign) or city/town (domestic) was represented with each clipping. Pre-Google and Blackberry, we were armed only with a world atlas and encyclopedia (remember

those?). They were fascinated, especially with one local market ad. "The store sells wrinkles, Mom," Jennifer giggled. (Pickled periwinkles are popular in Maine and Nova Scotia, we learned after research.)

So a few months later, planning for our annual summer NIE workshop, our staff took this game to our participating teachers. We limited our newspaper collection to North American newspapers only, though I really regret not being able to use headline I had found in a Jamaican paper: "Cow Bugged by Man."

We used classified and display ads (with phone numbers and addresses blacked out, of course); weather reports; obituaries; features on local people; and photos, and made a huge collage on poster board. We chose any nugget of information that would represent local color, language, products, and people.

To avoid freelance researching, we put an hour time limit on the game. The teachers crowded around, not wanting to leave the exhibit, even arriving late for lunch. Yes, the prize was fantastic, (2 United Airlines tickets), but the teachers were motivated by their sense of discovery. They were also learning one of the lessons we hold dear about the joy of newspapers: they crystallize the human experience day by day, and underline both the diversity and uniqueness of our people and places. We continued this activity every year we had a workshop, and the enthusiasm never waned.

I still walk the terminals and find some marvelous nuggets, (the obituary, for example, of sisters Oma and Ova Cutbirth) but I travel less by airplane. If only I could find such a bounty in train stations.

Scott-Conklin writes from her homes in Denver and Penobscot, Maine. She can be reached at jeej68@gmail.com

*From a Jamaican paper:
"Cow Bugged by Man."*

Apple Core

What the Research Says

— **Debby Carroll**

Math Anxiety & NIE

Scientific research indicates that math anxiety is not all in a student's imagination. If a child fears doing math, the feelings that accompany such worry may actually prohibit a student's ability to process math. The worry creates the reality but it's real just the same.

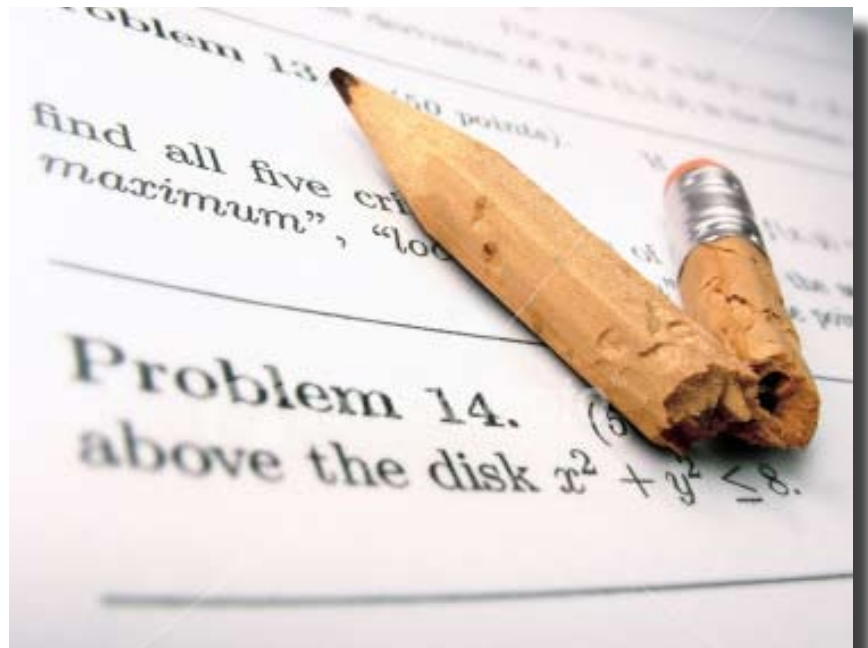
According to University of Chicago assistant psychology professor Sian Beilock, anxiety-ridden thoughts take up too much space in the brain. As a result, brain space needed for computation is lacking and math ability is compromised.

It's a real problem but there are real solutions. The key is identifying what caused the initial worry. The question is, why does a student fear math to begin with? Answers vary. Students may pick up a negative math attitude at home. If a parent constantly laments not being "good with numbers," a student may feel the same way.

Sometimes kids fall prey to stereotypes, i.e. girls can't do math as well as boys, being good at math isn't "cool," etc. Plus, math may indeed be challenging. While students may possess the capabilities needed, they may not persevere long enough to learn the processes.

How can NIE help? The newspaper can be instrumental in motivating students to learn math. Once students see how relevant math skills are to real life, they may be more willing to take the time needed to develop and hone theirs.

For example, what young person doesn't like reading and talking about cars? Even kids who don't see math as cool, will see a Porsche Boxster as something so hot, it's super cool. Even the most math-anxious student will forget the math worry long enough to compute the monthly payments on such a



car, based on different methods of financing. That same student is also likely to enjoy comparing the costs and fuel efficiency of that car to the Cadillac Escalade and the Ford Focus.

By encouraging and instructing teachers how to utilize the Automobile section of the Classifieds to supplement their math lessons, you are offering students a unique vehicle (pun intended) for learning. Notice it says, "supplement" their math lessons. It isn't necessary to suggest to teachers that they throw out their math texts. They're not likely to do so. What you want to suggest is that the newspaper is a perfect addition to their extension lessons.

A similar attitude can also be found when supplementing the math lessons with material and statistics from the Sports section. Teaching fractions despite fraction fright? Teachers can try the comics; some are created in fractional parts.

You get the idea. What you want to stress to teachers is the relevance of authentic data found in any day's newspaper and the way in which that relevancy can be used to combat math anxiety. It's just one more advantage of incorporating newspaper use into every class.



The newspaper can be instrumental in motivating students to learn math. Once students see how relevant math skills are to real life, they may be more willing to take the time needed to develop and hone theirs.

An Artful Way to Reduce Stress

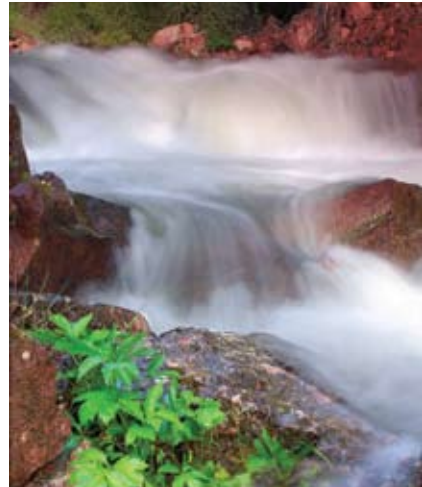
We received an illustrated response to February's HAP issue on stress busting. Tim Seibert, circulation manager of Prairie Mountain Publishing in Colorado (includes 7 publications, including *The Boulder Daily Camera*) found that the Desk Yoga article helped him cope with his many hours at the computer.

Then he added his own stress-buster: photography. Without professional training, this newspaper executive has started a portfolio of remarkable pieces. "I cannot express to you the passion and spiritual experience photographing the mountains provides me," Tim reports. "I amaze myself with some of the images I return with."

We think you'll be amazed, too. We chose our favorites.



Tim Seibert, Photo Artist



"Front Range Sunrise" was taken in the fall. Tim wanted to capture the alpenglow on the mountainside. He wasn't paying too much attention to the weeds, when, he says, "they began to glow with the rising sun. I recomposed to include more of them." This image was one of three accepted into the Pentax Photo Gallery.

SIMPLE PHOTOGRAPHY TIPS

- Photography is all about the light. One of the first things I learned was the human eye is capable of seeing a much larger range of light than even the most expensive camera. Try balancing the light with filters.
- Outdoor photography is best taken 1 to 2 hours after sunrise or before sunset. The shadows created by the sun's angle creates a more interesting photo. Midday sun will wash out all of nature's colors.
- A tripod is a must in these often low- light conditions. Know what your subject is. Watch all corners of your composition. Weeds or tree branches will be a distraction to your final image.

Want to see more of Tim's photos? Check out his website: timothyseibert.com



A Newsletter for Teachers

HOT Apple PIE

April 2008

Partners In Excellence

FROM YOUR NEWSPAPER IN EDUCATION DEPARTMENT

— June — Apple Slice

One Serving of Learning

Safety

Objectives:

The student will:

- Discover why people develop laws and rules
- Identify the relationship between laws and safety
- Identify examples of laws found in the news
- Answer questions about a news article pertaining to safety and law

Materials:

Newspapers, print or online editions
Writing materials

Procedure:

1. Allow a few minutes for students to read freely through the newspaper.
2. Ask students to think about the reason why we have laws and how laws keep us safe. It may be helpful to introduce the idea of how laws are similar to rules, which are also often designed to keep people safe. For example, your school probably has a “no running in the halls” rule. Talk about how that rule keeps students safe. Next you may direct students’ attention to the Sports section and talk about how rules in sports keep players safe. From there, you can facilitate a discussion of the relationship between laws and the safety of citizens.
3. Working in small groups or in pairs, direct students to look for situations in the newspaper where laws are at work and there is an obvious connection to safety.
4. Have them choose one story and one law and answer these questions about it:
 - a. What is the headline?
 - b. Describe the law involved.
 - c. Explain how this law keeps people safe.
 - d. If you could improve this law in some way, what would you change? Be specific.
5. When finished, have a spokesperson from each group present the findings.



National Learning Standards:

McRel (Mid-continent Research for Education and Learning) Standards:

Language Arts

Standard 4 Gathers and uses information for research purposes

Standard 7 Uses reading skills and strategies

Benchmark 7 Writes in a variety of forms

Civics

Standard 3 Understands the sources, purposes, and functions of law, and the importance of the rule of law for the protection of individual rights and the common good

In this Issue...

- A detailed lesson on safety
- Lessons for language arts, science, social studies and math
- A biography of journalist Judith Cary Waller

— June —
Lesson Plans
A La Mode

Car accidents make news regularly. Find a story in the news about an accident and briefly summarize the cause. (You can find a story by skimming or by using your newspaper's Search tool if you're reading the paper online). Could it have been prevented? If yes, how? What would you say to someone driving unsafely while you were a passenger in the car? Write a monologue on what you would say.



As you get ready for summer, it's a great time to think about how to keep yourself safe when you are out of school. Find a story in the news about an act of violence. Read it carefully. Then brainstorm a list of ways in which the violence could have been prevented.



One sport that you enjoy during the summer is bicycle riding. List all of the ways you keep yourself safe when you ride a bike. Then, go shopping for new bikes in the Classified ads. Imagine you have \$1000 to spend. Buy bikes for yourself and two friends. Which bikes will you buy? Why? How much money will you have left over?



Wearing a seat belt is the best way to keep yourself safe in the car. Why do you think some people don't buckle up? Look through the newspaper to see how display ads are designed. Create one encouraging people your age to wear seat belts.

National Learning Standards:

McRel (Mid-continent Research for Education and Learning) Standards:

Language Arts

Standard 7 Uses reading skills and strategies to understand informational text
Benchmark 7 Writes in a variety of forms

Economics

Standard 3 Understands the concept of prices and the interaction of supply and demand

Health

Standard 5 Knows essential concepts and practices concerning injury prevention and safety

Problem Solving

Standard 2 Understands and applies basic principles of logic and reasoning

Journalism Milestones

—Arnold Cheyney

Judith Cary Waller

Judith Cary Waller was born on February 19, 1889. She was the oldest of four daughters born to Katherine, her mother, and John Waller, a physician and surgeon. After Judith graduated from high school, a wealthy aunt rewarded her with a year's tour of Europe.

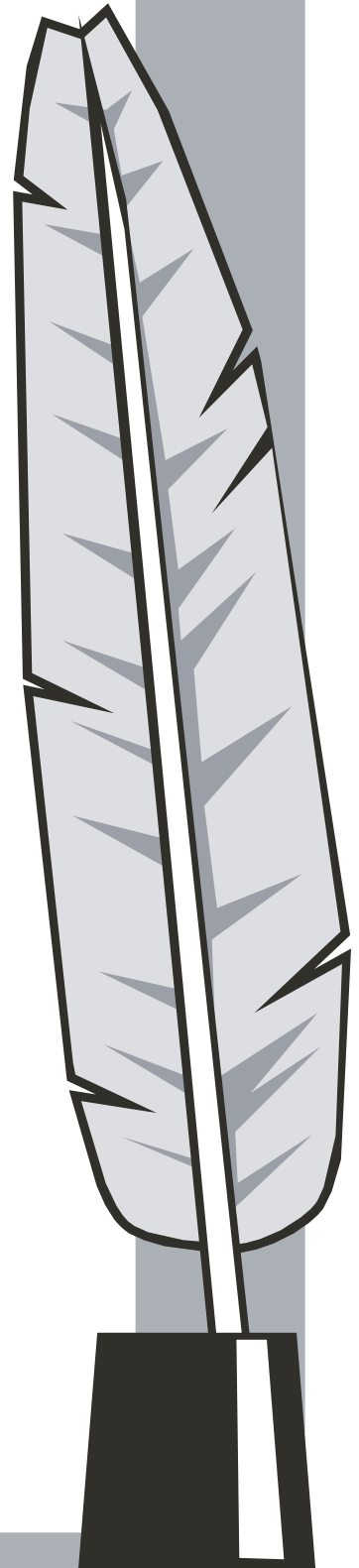
When Judith returned to the United States, she continued her education in a business college and worked in an advertising agency in New York and Chicago. This work led her into radio broadcasting in 1922. The business manager of the Chicago Daily News, who had met her on her European tour, told Judith the newspaper had just purchased a radio station, and he wanted her to be its general manager. Judith told him she knew nothing about radio. He said neither did he nor anyone else since it was such a new medium for dispersing information and various forms of programming.

Judith took the job. She decided the WMAQ radio station should arouse thought, discussion, and provide entertainment for the general public. WMAQ had a number of firsts to reach listeners in the mid 1920's: a football game between the University of Chicago and Brown University; a major league baseball game; the inauguration of President Calvin Coolidge in 1925; and news from London. The Chicago Symphony Orchestra was the first to play on radio at WMAQ. In 1925, the Chicago Cubs baseball team was the first to have their games broadcast for an entire season.

In 1928, Judith helped bring a program to WMAQ under a new title, the "Amos 'N Andy" radio show. Later, it continued as a popular television show. WMAQ also provided the Midwest with classical music as an alternative to the popular music and jazz being offered at that time.

Judith produced and directed the programs as well as announcing them. She could not offer many of the performers and speakers much money, but she was able to get them free publicity – she wrote advertisements about the programs. These were carried in the *Chicago Daily News*.

Lectures were offered by a professor from Northwestern University on the "American School of the Air." Miss Waller saw that those who listened could get course outlines and guides. Even elementary schools had geography lessons broadcast into their classrooms, supplementing their regular classroom lessons.



WMAQ joined the National Broadcasting Company (NBC) and Judith was named the public service director for the Midwest United States. She set up a university training program for those interested in seeking a career in broadcasting. Her textbook *Radios, The Fifth Estate*, was published in 1946.

Television viewing became popular in the 1950's and radio listening lost much of its appeal. Judith began an educational program for children called "Ding Dong School," which became very popular and won a Peabody Award. She retired in 1954 but remained active in television workshops at Purdue University and Northwestern University.

In 1973, Judith Waller died of a heart attack in a home she shared with a sister in Evanston, Illinois. She was 84 years old.

Learning Activities

Language Arts

- If a wealthy person offered to support you for a year after high school or college, what place on earth would you choose? Write in fifty words or less what you would do at that place for twelve months. Share with your classmates.

Social Studies

- Search in an encyclopedia for ten interesting facts about radio. Compare your list with those of your classmates.
- Discuss with older friends or relatives (grandparents or great grandparents) what they remember about listening to the "Amos 'N Andy" show. Talk to your classmates and share with them what you learned.

Adult Reference

Waller, Judith C. *Radio: the Fifth Estate*. Boston: Houghton Mifflin Company, 1946.



Notes:

June 2008

Newspaper Learning Activities



National Safety Month: Founded in 1913 to promote safety issues at home and in the community. Find five products in the newspaper that are designed to keep people safe. Write about each one.

Rebuild Your Life Month: An opportunity to embrace your self worth. Look at the front page to see how those stories are written. Write one about yourself and one good thing you've done.



7 The Superman comic debuted in 1938. Create your own superhero by choosing attributes from 5 people in today's newspaper.



8 Donald Duck was "born" in 1934. Choose a comic strip and draw one more panel to continue the story.



16 Valentina Tereshkova became the first woman in space in 1963. Imagine you have just traveled to Earth from space. If you only looked at the newspaper, what would you think of Earthlings?

23 First typewriter patented in 1868. Locate an invention in the newspaper that you think won't exist in 25 years. Tell why.



3 Charles Drew's Birthday: He organized the blood bank system in US and UK during WWII. Find a health-related story in the news and explain why it's important. Go online to learn more about Drew.



11 Jeannette Rankin born first birthday, the 1880, woman elected to US Congress. Find a woman politician, today's newspaper. Write a sentence about her.

18 Holiday in Egypt celebrating the withdrawal of the British army in 1954. Find some news from that part of the world.

25 15th Anniversary of Canada's First Woman Prime Minister, Kim Campbell. Find a world leader in the news. Tell if he/she is doing a good job.



6 D-Day Anniversary- Allied forces landed in France in 1944. Can you find and summarize a story about war in today's news?

14 Father's Day. Find a great father in today's news. Write a description.

13 Some people think Friday the 13th is bad luck. Agree or disagree and find a story in the newspaper that proves you right.



20 Summer begins in Northern Hemisphere. Find signs of the season in the newspaper.

27 Ned Kelly's Last Stand: Australian outlaw /folk hero was captured in 1880. Identify all of the crime stories in today's news.



19 Baseball great Lou Gehrig's birthday. Find an outstanding sports achievement in today's newspaper and write five facts about it.



26 Find a world leader in the news. Tell if he/she is doing a good job.