



Newspaper In Education

living textbooks

that connect

students to the

world and beyond

With the whole world watching

on July 20, 1969 Neil **Armstrong** stepped off **onto the surface of the moon**. Across space and through the crackle of static the words were heard: "That's one small step for man, one giant leap for mankind."



ORLANDO SENTINEL
NEWSPAPER IN EDUCATION

orlandosentinel.com/nie



Landing on the moon, the crumbling of

the Berlin Wall, Rosa Parks' famous bus ride... Some of **life's**
greatest lessons are taught **in** the pages of **a**
newspaper.

Newspaper In Education provides copies of The Orlando Sentinel to area school classrooms – living textbooks that motivate students to read, inspire them to learn and connect them to the world. Expose a child to tomorrow's history by giving them a newspaper today.

Putting Newspapers in the Classroom

Not only do newspapers in the classroom awaken students to the world around them, they also encourage reading and writing skills. Studies show that when newspapers are used as a regular part of classroom instruction, students greatly improve their vocabulary, reading comprehension and writing abilities. This "whole language approach" to learning helps improve critical thinking skills, listening abilities and speech.

As a life-long learning tool, the newspaper provides the most up-to-date information available. And because it's so flexible, it can be adapted for use with all grades and skill levels.

Newspapers in the classroom:

- Make a direct connection between the classroom and the "real world"
- Provide up-to-date social studies lessons
- Contain examples of clear, concise writing
- Teach students to write with a purpose and read for comprehension
- Can be marked, cut, pasted and colored – an important feature for young children who learn by doing and seeing
- Teach vocabulary
- Reinforce math, science, history, geography, language and other subject skills
- Become a living textbook – brand new every day!
- Are available at special discounted rates, and often times, at no cost to the educator
- Are delivered directly to the schools



Here's How You Can Help

Corporate Sponsorship

Sponsorship packages are available at every grade level in Lake, Osceola, Orange, Seminole and Volusia counties. Sponsorship funding goes directly to purchasing newspapers and other educational materials for the classroom at a reduced rate.

As a sponsor, we can even customize a Newspaper In Education classroom sponsorship to fit your corporate mission or a particular teaching need. Sponsorships include classroom copies of The Orlando Sentinel and supporting educational materials for use with the paper.

Corporate sponsorship of Newspaper in Education helps to improve literacy in our community. In the long run, that means better-educated consumers and a well-educated work force for the future.

For sponsorship opportunities, call 407/420-6236.

Vacation Donation

Last year, more than one million newspapers were provided to area schools because of individuals who participated in vacation donation. As a Sentinel subscriber, you can donate your newspapers to local classrooms while you're away on vacation. When you call to stop your home delivery, simply request your newspapers be used in the Newspaper In Education program. It's that easy.

To donate your newspaper while you're away, call 407/420-5353.

General Contributions

Your personal contribution generously supports Newspaper In Education by purchasing newspapers for use in local classrooms. Support education by sending any dollar amount to:

Newspaper In Education – MP66
633 North Orange Avenue
Orlando, Florida 32801



In a supporting role

In addition to providing more than two million copies of The Orlando Sentinel annually, the Newspaper in Education program also supplies supplemental pieces that are used in conjunction with the paper. These pieces can be targeted to specific grades in our area schools and highlight a single topic not usually found in textbooks. They enhance the teacher's current curriculum in a unique and fun way.

Educational Supplements

Educational Supplements work together with the Sentinel to help build students' interest in the newspaper. Each supplement is well written, attractively designed and features a wide variety of newspaper-related activities.

Whether it's sports or women's history, the Internet or art appreciation, each Educational Supplement is sure to be relative and engaging. All supplements deal with academic or social topics and are available for every grade level.

Educational Supplements are ideal for companies with public educational goals. Not only can you select a topic that is specially suited for your business, you'll also receive your company's logo on the cover page and a full back page message that addresses students, parents and educators.

Because of the generous support of local sponsors, Newspaper in Education has provided a wide variety of Educational Supplements to our schools such as:

Titanic – Ship of Dreams	Abstinence
Tobacco Prevention	Water Safety
Florida Agriculture	Approaching the Millennium
Literacy	Reading and Writing

In-Paper Activity Series

Our In-Paper Activity Series are another way to pique students' interest in reading the newspaper. These educational features appear in The Orlando Sentinel and promote a chosen topic. Not only do they feature valuable information, they also include activity ideas that are great for parents to use with their children or for teachers to use in the classroom.

Companies who sponsor Newspaper in Education can customize an In-Paper Activity Series to suit your educational pursuits. And since your logo appears on the feature, it's a great way to publicly show your support for education.

NIE Web site

The Newspaper in Education Web site is an invaluable educational resource for students, teachers and parents. Check it out at orlandosentinel.com/nie.

Kids Only: Students can access e-mail, link on to other kid-friendly sites and even link to sites providing homework help. It's a safe, educational online environment for our kids.

Classroom Staff: Teachers can access online classroom plans, get the latest information from their school district and link to other educational resource sites.

Priority Parents: Priority Parents is loaded with a wealth of information geared toward parents: e-mail, PTA information and links to local school districts.

Corporations that support Newspaper in Education are also featured on our Web site. In addition, a direct link can be set up to the sponsoring company's Web site.

Curriculum Guides

Curriculum Guides are a vital part of the Newspaper in Education program. These easy-to-use guides offer lesson plans and activities specially designed to work with the newspaper and the teacher's curriculum. These valuable resources help teachers to implement Newspaper in Education in their individual classrooms.

Newsletters

These take-home pieces cover a specific topic relevant to today's students. They are a great way for parents to get involved in educating their kids on important life issues.

Posters

As eye-catching additions to any classroom, posters not only decorate a room, they also reinforce an educational topic.

