

Arkansas Press Association All Rights Reserved

NIE

CHALKBOARD

March 2008

411 S. Victory, Little Rock, AR 72201

501-374-1500

2008 Tobacco Education – Newspapers in Education

Coloring Contest and Poetry Contest Information

The Arkansas Press Association is pleased to announce the Stamp Out Smoking Coloring and Poetry Contest again this year. Information may be found on the APA's NIE website at (www.arkansaspress.org).

The SOS coloring sheet can be used for a locally sponsored coloring contest. This feature is available to run in the newspaper from the first of February through May. Newspapers have their choice of sizes for publication or the feature may be reprinted from the attached copy. All activi-

ties are aligned to the state educational standards.

- Contests must be implemented sometime during the following dates: Feb. 1 – May 25, 2008. Both contests should be completed before June 1, 2008. Run the contest one week or for several weeks.

- **Coloring contest** is open to children in grades K-3. No purchase necessary.

- Each newspaper will receive prizes for their community.

- There is space in the bottom right corner for newspaper or sponsor recognition.

- Artwork will be provided.

- The Stamp Out Smoking logo may not be altered in any way – other than resizing as needed.

- In order to receive prizes for your newspaper, you must be registered with Karen Brown. Email her at karenb@commpub.com if you are not registered. **Register prior to March 1, 2008.**

- Each newspaper should add a specific deadline to each of the contest rules as well as the following information: Rules to include: (The basic outline for rules will be provided.

Blank spaces are available for you to fill-in the required information. See below.)

- Deadline for submissions

- Place or address where submissions should be returned

- Date for announcement of winners

- Location where coloring contest entries will be displayed, if applicable.

- Prizes will be delivered directly to each newspaper.

- You may resize the coloring contest page as much as you like! Be creative! Use house ads to tell your readers about the coloring and poetry contest.

- The **poetry contest** is open to students in grades 4-8. Information regarding the poetry contest and contest rules can be found at www.arkansaspress.org

in the coming weeks. Newspapers are encouraged to publish the winning poem and/or as many entries as possible. You may also display the poems at hospitals, libraries, convention centers, schools, the newspaper office, grocery stores, etc.

Sponsorship: Please be advised that because of the collaborative nature of this



STAMP OUT SMOKING
ARKANSAS DEPARTMENT
OF HEALTH AND HUMAN SERVICES

project, when seeking sponsorships the following criteria should be adhered to: No beer, tobacco or alcohol related businesses or adult bookstores, etc. should be considered for sponsorships. Thank you. If you have any questions about this, please contact Karen Brown at (479) 936-6471 or karenb@commpub.com

Contests may run at the same time or at different times. You will experience more success with the contests if you run them for 2-3 consecutive weeks. Sponsorship ideas: health agencies, insurance companies, medical clinics, doctor offices, dental offices, children's interest, bookstores, drugstores, etc. Involve your schools, clubs, sponsors, etc.

More information will be coming out over the next few weeks. If you have questions, please contact Karen Brown, Arkansas Press Association Newspapers in Education, 479-936-6471 or 501-374-1500. karenb@commpub.com

Inside!

- NIE Week March 3-7
- FREE NIE Week materials, information, etc.
- Los Kitos Bi-Lingual NIE serialized feature
- SOS Coloring Contest and Poetry Contest
- Internet Safety Lessons
- Teacher of the Year Award

Use APANIE's website as a resource! Check out the site and explore for lots of free materials!

This is a great PR piece as well as a health education piece!

APA NIE focuses on Internet Safety during NIE Week '08

Karen Brown, Arkansas Press Association's Statewide Newspapers in Education Director, announced that the department will be focusing on a critical issue - Internet Safety - during National NIE Week.

This year, Newspaper in Education coordinators will have several opportunities to incorporate safety features into their NIE programs. The APA NIE department is featuring a broad range of Internet Safety materials for use by member newspapers.

All materials are free and sponsorships are encouraged. There are PowerPoint presentations, handouts, tip sheets, educational materials, and more available for newspapers.

Other agencies are providing ma-

terials for Internet Safety. Some statewide resources are the Arkansas Attorney General's Office, the Arkansas State Police, local police agencies, and the Federal Bureau of Investigations, Little Rock office.

"Internet Safety is an issue for all of us. It doesn't matter if you live in a small community or a large city. We are providing this information so that we educate our readers about Internet usage," said Karen Brown, APA Statewide Newspapers in Education and ANF Director.

Brown has created a special NIE and Internet Safety presentation focusing on safety issues. The presentation has been featured at the Arkansas Department of Education 21st Century Learning Conference and will be presented again for Springdale Public Schools hosted by *The Morning News*.

If your newspaper is interested in learning more about how they can play an important role in Internet Safety education or if they are interested in hosting an Internet Safety workshop for students, parents or teachers, please contact Karen Brown at karenb@commpub.com for more information.

NAA's NIE Week free materials just a click away!



Connect to the World With Newspapers!

Newspaper In Education Week 2008, March 3-7, reinforces a positive and relevant lifetime reading habit in students by engaging them

with an authentic text – the newspaper.

This year's theme is "Connect to the World With Newspapers." The NAA Foundation has created a teacher's guide and in-paper ads for NIE Week. Everything can be downloaded right here, right now, free of charge.

Activities in the teacher's guide are designed to help middle-school and high-school students improve their reading comprehension by making connections to self, to the world and to text through newspaper activities. The newspaper is the perfect resource for helping students

make these connections because it matches their prior knowledge, interests and experiences.

The 62-page guide features 14 lesson plans, each with a student activity sheet. Also included in the guide are 14 elementary-level pages for younger students. They parallel the lesson plans and activities in the guide and focus on local and community news.

The features may be downloaded from the Arkansas Press Associations' NIE website at www.arkansaspress.org/niemain.html or directly from NAA Foundation at www.naafoundation.org/NewspaperInEducation/NIE-Week.aspx.

FREE - Internet Safety Partnership

The APA NIE Department has partnered with CyberSmart!, a nonprofit organization that provides free curricula and training programs for administrators, teachers, and students on secure, responsible, and effective computer and Internet use.

According to Jim Teicher, executive director of CyberSmart!, "In the past, cyber security has been the domain of computing professionals and law enforcement agencies. But with the mainstreaming of the Internet, cyber security is now a shared responsibility of adults and tech-savvy children alike."

The APA NIE department is providing CyberSmart! Internet Safety lessons in a format that may be reprinted in your newspaper as educational content. These 3x10 features were redesigned by APA NIE Statewide Director, Karen Brown. Each newspaper will be able to incorporate their logo, website address or sponsor information.

Newspapers will have the opportunity to find appropriate sponsors for the feature. Sponsors may not include adult bookstores, liquor stores, tobacco stores, or other adult-related businesses as this feature is targeted to children and families.

During the course of the next 12 months, twelve 'CyberSmart' newspaper in education features will be provided. Member newspapers may download the pdf features on an undefined schedule, i.e. 1x per month, 1x per week, or at random dates or all at once in a special tab.

The first series of topics are: Private Information, Dealing with Online Bullies, Online Safety, Manners and Chat Room Safety. Features and links are available on the APA NIE website: www.arkansaspress.org/niemain.html. Check the website often for new features as they are completed. (Redesigned features are aligned to National Standards and have NIE related activities.)

Los Kitos Bi-Lingual Feature - FREE!

Watch the APA NIE website for the upcoming introduction of a new bi-lingual Newspaper in Education series focusing on Aerospace careers! Readers will have the opportunity to read the comic in both English and Spanish. NIE activities are included on each page. The first series will have six (6) features that tell the story of how Los Kitos work together to solve an environmental problem through aerospace technology.

More Information....

- Los Kitos® are lovable characters which are widely recognized in over 375 newspapers, featured on weekly radio show, internet websites, as live characters and are soon to be seen in their very own animated TV series! Featured in product lines such as greeting cards, cookies, clothing and accessories, these well-known characters bring smiles and Latin style to the Hispanic and mainstream population.
- LOS KITOS were published for

the first time in 1995 in La Opinion Newspaper the largest Spanish newspaper in the nation.

• The cartoons are not only an educational product, but a powerful marketing tool targeting parents and kids between 3 and 15 years old.

• The word Los Kitos is derived from the Spanish term "muñequitos" meaning little dolls or cartoons

Target Audience & Demographics

- Parents with school children & recent immigrants
- School children ages 3-15

Format

- 3 x 10 - B/W
- Appropriate sponsors allowed (Sponsors may not include adult bookstores, liquor stores, tobacco stores, or other adult-related businesses as this feature is targeted to children and families.)
- Download from APA site after announcement in October.

www.arkansaspress.org/niemain.html

Los Kitos
SHPE
AVENTURAS
DE INGENIERIA III
 1/6
ADVENTURES
OF ENGINEERING III
EXPLORE!
 Find a news story in the paper that represents a problem. Can you come up with a solution? Talk about the pros and cons.
 Write a letter to the Editor giving your opinion of the problem and a solution.
 Define these terms: endanger ecosystem habitat aerospace
 Arkansas Press Association Newspapers in Education 2007
 1 of 6 bilingual educ comics.

Spanish:
 ¡Vaya! Espera Pitito... ¡He leído una noticia! Construirán una base aeroespacial en... ¡Guayana!
 ¡Hola chicos! ¿Guayana?
 ¡Genial! ¡Cool!
 ¡Cool! Sería fabuloso si no pusieran en peligro el ecosistema de la zona. ¡La fauna, es Pitto y las personas que viven allí.
 ¡Deben detener esa construcción!
 ¡No mismo me hará cargo! No podemos permitir que acaben con...
 ¡Calmate chicos!... La mejor manera encuentra soluciones ¡Pensemos!
 ¡Hey guys! Guayana? Cool!
 ¡Cool! It would be fabulous if it didn't endanger the zone's ecosystem and the habitants.
 We must stop that destruction!
 I'll take care of it myself. We can't allow them to destroy...
 Relax guys. A calm mind will find solutions. Let's think!

NASAA AND NAA FOUNDATION LAUNCH “FSI: FRAUD SCENE INVESTIGATOR”

New Online Investor Education Program Teaches Students to Fight White-Collar Crime

WASHINGTON, D.C. – The North American Securities Administrators Association Inc. (NASAA) and the Newspaper Association of America (NAA) Foundation today launched FSI: Fraud Scene Investigator, an innovative online initiative to help teach students how to fight investment fraud firsthand.

“FSI: Fraud Scene Investigator,” is an interactive investor education program that teaches and empowers students how to detect and stop investment fraud, using a resource they’re most familiar with—the Internet. The program, along with a corresponding guide for teachers, is available free to educators for use in classrooms and at home through the NASAA website at www.nasaa.org.

The FSI program is designed to help students learn how to:

- Understand an investment account statement.
- Examine a company’s stock chart and trading activity.
- Research a brokerage company / individual broker.
- Identify a common investment scam.

In the initial FSI program, titled “Suitable Investments,” students help uncover a million-dollar fraud in progress and put the mysterious con man, “Mr. X,” behind bars. Along the way, students learn how to read stock reports, research companies, and decipher the warning signs of fraudulent sales pitches.

The FSI Resource Guide for Teachers (available at www.nasaa.org) offers pre- and post-program student assessment surveys, definitions of investment terms, quizzes, and additional materials and suggestions to lead class discussions on how to research a company, what to look for in a company’s prospectus, and how to read a balance sheet.

“Fraud prevention is often an overlooked piece of many financial education courses. NASAA’s FSI: Fraud Scene Investigator program fills this need by integrating easily as a

companion to other financial literacy programs, or functioning as a stand alone resource on investing and fraud prevention,” said Joseph P. Borg, NASAA President and Director of the Alabama Securities Commission. “Special thanks go to NASAA’s Investor Education Section, Youth Outreach Project Group and the West Virginia State Auditor’s Office for making this project possible.”

NASAA’s grassroots member investor education network is working with educators to integrate the FSI program into schools across the nation. In cooperation with NASAA, the NAA Foundation will assist in making the FSI program available to teacher’s throughout the United States through its Newspaper in Education (NIE) network of newspaper web-sites and resources.

“The NAA Foundation believes in developing engaged students through support of programs like FSI: Fraud Scene Investigator, which enhance understanding not only of investment fraud but the importance of utilizing the channels of verifiable information available to them through online news sources,” said Jim Abbott, Vice-President of the Newspaper Association of America Foundation. “Our Newspaper in Education (NIE) program is a cooperative effort between schools and newspapers to promote the use of newspapers as an educational resource. We are always looking for ways to bring effective online programs to students; FSI: Fraud Scene Investigator is one example of that cooperation.”

About NASAA

NASAA (www.nasaa.org) is the oldest international organization devoted to investor protection. Its membership consists of the securities administrators in the 50 states, the District of Columbia, Puerto Rico, the U.S. Virgin Islands, Canada, and Mexico.

About the NAA Foundation

The Newspaper Association of America Foundation’s (www.naafoundation.org) program Newspaper in Education (NIE) is a cooperative effort between schools and newspapers to promote the use of newspapers as an educational resource. The NAA Foundation is the administrative organization for over 950 NIE programs in the United States.

Contacts:

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Jim Abbott, Vice President,
NAA Foundation (571) 366-1006

**Featured by the
Arkansas Press Association’s Newspapers in
Education Dept. during NIE Week 2008**





*Arkansas Press Association
11th Annual
Newspapers in Education*

Teacher of the Year Award

Let us honor your outstanding NIE Teacher with a \$100, an award plaque, 2 tickets to the APA Awards Event and a complimentary night's lodging at the APA Convention in North Little Rock.

Nominees are eligible if they are currently using any Arkansas newspaper publication for educational purposes in the classroom. (Homeschool parents are eligible.) Educators may nominate themselves or be nominated by a colleague. Please submit lesson plans, examples of student work, photos, activity outlines or other supporting materials. **All submissions should include goals and outcomes of the projects and lessons, and how using the newspaper in the project or lessons was instrumental in supporting literacy, informing students of current events, or in some other way, making an impact on students' learning.** Submissions should be at least one page and no more than six pages. All submissions become the property of the Arkansas Press Association. Teacher collaborations on one project will be accepted; however, only one award will be given and will be divided among all teachers involved in the project. Winner will be announced on or before May 28, 2008 and will be featured at the APA Convention Awards ceremony held July 11, 2008 in North Little Rock. All decisions are final. Please mail or fax your submission to Karen Brown, APA Teacher of the Year, 411 S. Victory, Little Rock, AR 72201. FAX 501-374-7509. Email submissions will be accepted in PDF format. Email submissions to Karen at karenb@commpub.com. (Newspapers may nominate up to 4 teachers.)

Deadline for entries is May 14, 2008

Teacher name _____ Grade/Subject _____

School _____ Newspaper _____

Home address _____

Home telephone _____ Email _____

Newspaper contact _____

Newspaper address _____

Newspaper telephone _____ Email _____

Please include this cover sheet with each nomination.