

Use The News / Use The News Foundation

PRODUCTS LIST

For cost and information about Use the News/Use The News Foundation products, please call or e-mail Katie Laws at: katiesnie@aol.com or 415-503-1375. You may also reach Dr. Betty L. Sullivan at: bettylsnie@aol.com or 415-861-1637.

USOC Olympic Resources

(1) Reach for the Rings - Focus on Respect

- ***Student Supplement - \$150.00***

• This 16-page student supplement, developed with the United States Olympic Committee, emphasizes the Olympic ideals of respect for oneself and others. Topics include inspiring respect, facing challenges, teamwork, doing the right thing, persevering and self-discipline. Real life stories of Olympic athletes illustrate the topics. The supplement also includes newspaper activities for each topic.

- ***Teacher Guide - \$75.00***

• A 28-page teacher guide produced with the United State Olympic Committee emphasizes respecting oneself and others. The guide includes detailed teacher pages and reproducible student activity pages. Newspaper activities show how the Olympic ideals — inspiring respect, facing challenges, teamwork, doing the right thing, persevering and self-discipline — relate to the real world. The teacher guide may be used alone or in conjunction with the 16-page student supplement.

- * ***Video - \$15.00***

(2) Reach for the Rings - Science of the Games

- ***Student Supplement - \$150.00***

A 16-page student supplement developed with the United States Olympic Committee for the Summer Games in 2000 looks at the intricate relationship between science and sports. Topics include everything from the bio-mechanics of the body to the engineering of competition equipment. The supplement profiles Olympic athletes and shows how science impacts their training, development and performance. The supplement includes newspaper activities that send students to their local newspapers.

- ***Teacher Guide - \$75.00***

• This 28-page teacher guide, produced with the United States Olympic Committee, makes connections between science and sports concepts and the real world through newspaper

Breakfast Serials Teacher Guides - All \$75.00 each

(state standards correlations also available - \$50)

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| (1) Minnie and Moo | (7) Up in the air—(story of the Wright brothers) |
| (2) The Best in the World | |
| (3) The Monkey King | (8) Janko and the Giant |
| (4) The Secret School | (9) The Winners Circle |
| (5) Desolation Canyon | (10) Keep your Eye on Amanda |
| (6) The Valley of No Return | (11) Shadow of My Father's Hand |
| | (12) The Long Road Home |

NIE Resource Guides

(1) Character Matters - See price list

More than 50 pages, this teacher guide is designed to help teachers and parents discuss personal and civic values with children. The guide focuses on eight values: respect, responsibility, caring, honesty, tolerance, courage, justice and citizenship. Included in the guide are more than 40 school and home activities, including reproducible activity pages for each value. Additional generic activity pages can be used with any character trait. The guide includes a list of character-related quotations and additional resources.

(2) Entering the Workforce - \$75

The 16 page guide, reproducible in color or black and white, provides information that job seekers can use immediately. Readers are directed to the newspaper to research additional information necessary for their job search and other resources they may need. Each topic contains information and an interactive checklist the reader can use to identify and focus on his or her individual needs. Specifics on how to locate and apply for a job are outlined in detail, and a sample resume and cover letter are illustrated. Also basic information about benefits and how to read a pay stub are provided along with tips on talking to supervisors and dealing with work related problems. The guide uses clear and direct language to emphasize very basic aspects of good work habits – including the importance of showing up on time, dressing appropriately and getting along with others.

(3) Newspapers And the Net - See price list

This 28-page teacher guide is designed to show students how to make connections between newspaper content and the Internet. The guide includes detailed teacher guide pages and reproducible student activity pages. Students begin with a newspaper activity and are then directed to Internet sites that provide additional context and information about the newspaper topic. Activities involve news stories, sports, entertainment and advertising.

(4) Your Vote Counts - See price list

This teacher guide examines the election process at all levels. The curriculum is designed to help students understand the forms of government they live under in their community, state and country. Special attention is given to the local and state electoral processes and the differences between the state governments. The content and activities in this guide are designed to be used with elections beyond the upcoming presidential contest. A separate section of the guide focuses on the 2000 Presidential election.

(5) Circus Works - call for pricing

Use The News and field Entertainment, Inc. have joined together to bring you exciting, fact-filled newspaper- based materials for Ringling Bros. And Barnum and Bailey. The materials explore circus-related topics such as: circus history, Asian elephants, animal training, clowns, behind -the-scenes support teams.

Materials prepared by Use The News (www.usethenews.com) and Education Outreach Field Entertainment.

For information on this product, email Peggy Williams through the Ringling Bros. Web site (www.ringling.com) or call (703) 448-4000 x7098.

Other Products and Services

- (1) Education Base NIE Circulation Software Program - **call for pricing**
- (2) Welcome to the Newspaper - (student supplement) - **See price list**
- (3) Bibliography of NIE Research - **\$15.00**
- (4) Research reports included in the Bibliography - **\$15.00 each**
- (5) The Newspaper as an Educative Institution: Origins & Rationale for Using Newspapers in Education - **call for pricing**
- (6) Grant Proposal Template - **call for pricing**
- (7) Grant Proposal Workshop Training - **call for pricing**
- (8) Fiscal Sponsor services of UTN Foundation for those wishing non-profit status for sponsor or individual gifts, events, raffles and contests, etc.
- (9) NIE Workshops conducted by Dr. Sherrye Garrett, Dr. Edward DeRoche or Dr. Norma Wilson - **call for pricing**
- (10) Consultation and event services of Dr. Betty L. Sullivan - **call for pricing**

Use The News also works with individual newspapers and/or sponsors to develop specialized NIE project materials.

PRICE LIST

Circulation Size	Supplements	Teacher Resource Guide
Over 700,000	\$750	\$1,500
500,000 - 700,000	\$725	\$1,000
250,000 - 499,000	\$700	\$750
125,000 - 249,999	\$500	\$500
50,000 - 124,999	\$475	\$350
Under 50,000	\$225	\$200
Weeklies < 50,000	\$200	\$150

Prices apply to the following products:

Character Matters

Newspapers and the 'net

Your Vote Counts

Science of the Games

Focus on Respect

Welcome to the Newspaper

All prices per masthead

Ready-Made Resource Guides - \$5 each

Workshop Kits - Call for information (415) 503-1375