

HOW TO ESTABLISH A NEWSPAPER IN EDUCATION PROGRAM AT YOUR NEWSPAPER

NNA Newspapers in Education Program Development Checklist

Are you seriously considering an NIE program?

_____ No _____ Yes _____ Not sure

Who will be responsible? (All must cooperate in the effort.)

_____ the publisher/manager _____ editor _____ willing staffer
_____ teacher/former teacher _____ circulation manager _____ other _____

How much time will be allotted to the NIE position?

_____ Full-time _____ Part-time _____ 1-2 days a week _____ Hours

How will teachers and schools be approached initially?

_____ an instructional supervisor _____ teacher(s) _____ principal
_____ assistant principal _____ superintendent _____ workshop
_____ in-paper promotions _____ time at a faculty meeting or in-service day
_____ distributing a flyer, letter or brochure to all teachers (ask permission) _____ All

What NIE Materials should be provided or made available?

_____ None _____ In-paper _____ Online
_____ Serialized Stories _____ Free _____ Low-Cost

*Teaching activities/lessons should be appropriate to teachers, subjects and grade level.

How many newspapers should be provided? Our maximum amount per week is: _____

_____ one newspaper per student and teacher _____ one set of a predetermined amount per class

How many deliveries should be scheduled? Our maximum number of classrooms: _____

_____ 1 x per week _____ 1 x per month _____ as requested

What is the charge for the NIE newspapers?

_____ 50% of a prorated annual subscription price, per issue _____ Free
_____ figure a subscriber's per issue price and charge half that _____ ABC Rules

*Teachers may jump at free papers but may not use them fully. You may wish to consider an introductory period of 2-4 weeks to promote usage.

NOTE: Audited newspapers must charge 50% of the pro-rated price per term to allow the papers to be counted as paid bulk sales. See the Alliance for Audited Media Rules for more information and regulations.

Where does the money come from?

_____ business or individual sponsorships _____ promotions _____ schools
_____ Vacation Donation _____ fundraisers _____ service clubs

*Sponsored newspapers should have a rubber stamp or label on each copy noting the sponsor.

Remember: NIE is a service to education and the community as well as a potential readership builder.

Provide newspapers at wholesale rates and look for quality low-cost or free teaching materials that are grade appropriate.

Recommended Practices

Explain the advantages, cost of papers, free material availability, and delivery date possibilities; also, workshops and even college credit courses sponsored by the newspaper to readers, business leaders, teachers and school officials.

Use a tour or slide show of your newspaper offices to promote NIE to students and teachers. Consider involving teachers in an advisory board to help you develop ideas, teaching materials, and promote the program. Make the commitment, go slowly and the program will grow!

Adapted from Landmark Community Newspapers, LLC. <http://www.lcni.com/employee/circulation/NIE/NIEProgram.htm>