

WHAT DOES NIE MEAN TO LOCAL TEACHERS?

Debbi O'Dell, teacher at Herbert Hoover High School, has this to say about NIE:

"In an effort to improve reading ability and to stay abreast of current events, my department and I use the newspapers daily. We have developed activities to use to improve reading comprehension, analyzing and writing skills. Using the newspapers in our classrooms not only keeps our students informed, but motivates them to improve everyday by making a direct link between the classroom and everyday life."

Please help Charleston Newspapers help local classrooms. Your generosity means the world!



To learn more about this outstanding literacy-based program contact Nikea McBrayer today!

Nikea McBrayer
NIE Coordinator
304.348.7906
nikea.mcbrayer@cnpapers.com



Charleston Newspapers
1001 Virginia St. East
Charleston, WV 25301
Phone (304) 348.7906
Fax (304) 348.1750

Charleston Newspapers
the Charleston **Gazette** The State Newspaper
Saturday-Sunday **Gazette-Mail**
Charleston **Daily Mail**

NIE SPONSORSHIP INFORMATION & OPPORTUNITIES

What exactly is Newspaper In Education and why should your business give its support? Read on to discover how this important program needs your help.

What is Newspaper In Education?

The Newspaper In Education program is a cooperative effort between local schools and Charleston Newspapers to enhance student learning. NIE provides standards-based curriculum and newspapers to area classrooms to help teachers encourage a lifetime of reading, create a fun and motivational learning environment, and educate and prepare our young people for the future ahead.

What is a Newspaper In Education Sponsor?

An NIE Sponsor partners with Charleston Newspapers to provide newspapers, curriculum materials, and teacher workshops to central and southern West Virginia classrooms at no cost to the teachers or schools.



Why should my business sponsor the NIE program?

As a cost-effective teaching tool, newspapers in the classroom improve student performance, providing hands-on opportunities and real life examples of how school subjects apply to today's world. Activities using the newspaper help students learn a multitude of subjects like math, science, geography, reading, critical thinking, social studies, world events, and history. Everyone wins when your business sponsors Charleston Newspapers NIE program:

- Your business can support the production and delivery of classroom bundles of Charleston Newspapers at a fraction of the retail cost of the paper.
- Charleston Newspapers will promote your business as a good corporate citizen interested in quality education by recognizing your contribution in "Thank You" advertisements both in the paper and on the NIE website.
- You will play a role in raising standardized test scores, as research has shown that students in schools with an NIE program score, on average, 10% higher than students who do not.



Making Students Smarter...

- Charleston Newspapers guarantees that 100% of your investment goes to students and schools in the form of educational materials. Charleston Newspapers absorbs the cost of the NIE staff, delivery of the papers to local schools, and provides you with quality advertising and promotion of NIE and your sponsorship.

How can I Make My Contribution to NIE?

Levels of sponsorship of Newspaper In Education may vary according to your business' size, needs, and desire to support the program. We are more than happy to speak with you about customizing a sponsorship plan based on the market segment you would like to reach, the geographic area in which you do business, or the type of curriculum materials or workshops you would like to support. Each NIE Sponsor receives:

- Recognition in West Virginia's largest newspaper network.
- A donation to a valuable program meeting a crucial need in our community.
- A certificate distinguishing your support in addition to the numerous benefits outlined above.

