

Making money while engaging young readers

THE
STRAITS TIMES

Serene Goh, Editor, IN & Little Red Dot

PHILIPPINE DAILY
INQUIRER
BALANCED NEWS. FEARLESS VIEWS

Chelo Banal-Formoso, Editor

nie Newspapers In Education
The West Australian

Lynne Cahill, NIE Manager

Focus Making NIE sustainable:

Equation

News + Education = Circulation



Session Outline

- Sponsorship – CSR / Marketing
- CSR example: Bench, Philippines Inquiry
- ABC – auditing
- Establishing partnerships
- Marketing example: Spelling Bee, Singapore
- Partnerships – where & how to start?
- Q & A



Types of Partnerships

- **Corporate social responsibility (CSR)** describes a company's commitment to be accountable to its stakeholders and community.
- **Marketing**
A partnership that contribute to increase brand awareness, product distribution, customer acquisition and program funding.



Chinese proverb

If you are thinking one year ahead, plant rice.

If you are thinking ten years ahead, plant trees.

If you are thinking one hundred years ahead,
educate the people.



NIE in the Philippines



PHILIPPINE DAILY INQUIRER

LEARN  **ING**

Editor Chelo Banal-Formoso


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INQUIRER

IN EDUCATION



- 
- Public schools cannot afford to enroll their classes in NIE programs
 - Subscribers base not large enough to tap for “vacation donation”
 - One sponsor for one module



Money management for teens

You can bank on it!

A financial literacy series for high school students in the Learning section of the Philippine Daily Inquirer for six Mondays

1st IIE program with 2 sponsors

**Citibank: Newspaper copies for
the partner teachers and their
students**

**BSP: Teachers' pre-series
workshop and debriefing**

How we got CSR

monies

- Why
- Persistence
- Timing

Why, not what



**People don't buy what
you do; they buy
why do you it.**

Simon Sinek, author
"Start with Why"

Here's why...



Persistence



- Never let rejection stop you.

bench/ is No. 1

9 out of 10 teenagers see local brands as being at par with imported brands. Filipino clothing brand Bench, perceived to be ground-breaking, innovative and of top quality, bagged the coveted No. 1 spot in teens' list of favorite brands, followed by Nike, Adidas, Jag Jeans, Jollibee, Lee, Levi's, Avon, Natasha and Nokia.

The TRU Study: 2011 Philippines Teen Edition

Right timing

When people talk about luck being a factor in any endeavor, what they're really talking about is great timing.

Groups do floor work



Fish for knowledge and win prizes in writing, art contests

By Chelo Banal-Formoso
Editor, Learning

YOUNG READERS, NOT TO mention the young-at-heart, are in for a treat within the pages of the INQUIRER in the next eight weeks.

In partnership with fashion brand Bench, newsprint supplier Norske Skog of Norway and the World Association of Newspapers (WAN), the INQUIRER is

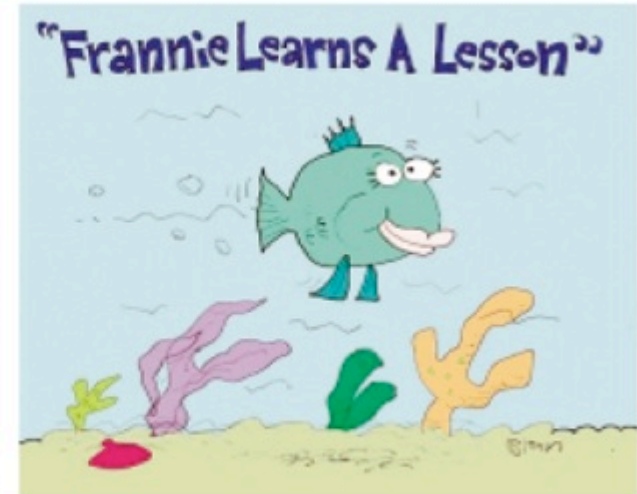
proud to sponsor a literacy program that will be launched simultaneously by newspapers all over the world on Sept. 8, which Unesco has declared International Literacy Day.

Parents, teachers and all others who desire to raise lifelong readers will be happy to know that the INQUIRER's Learning section will be running an engaging eight-part serialized story for children, complete with art-

work, activity guides and sidebar stories on the coral reef.

"Frannie Learns a Lesson" is the story of Frannie the Fish and her adventures with her classmates under the sea. It was written by Cathy Sewell of the St. Louis Post-Dispatch (Missouri, USA) and Jennifer Hermes, also of Missouri. Illustrations are courtesy of multi-awarded cartoonist Glenn Mc-

FISH FOR KNOWLEDGE/A6



STORIES direct from the coral reefs for young readers start on Sept. 8 in the Learning section.



LEARNING

With Chris Bernal Ferreras
Tel: 9715 304931



Lessons from 'Frannie'

**Text by Chris Bernal Ferreras
Photos by Eugene Rosales**

WE WANTED TO INTRO-duce children to newspaper reading and found the perfect ball for them. "Frannie Comes a-Learning," an eight-page story about Frannie the fish and her friends under the sea, rolled about school-related submissions, such as an anxious first grader meeting with a teacher who had a bad rap as a "nerd" but turned out to be a wonderful mentor. A first grader who ended in a trade with a dog, a teacher and a paper of judgment that led to a heated first year.

It was written by Chris Bernal and Jennifer Stearns, illustrated by Glenn McKay and Alexander Amoreano and made available to newspapers around the world by the World Association of Newspapers in March International Literacy Day on Sept. 8.

For eight consecutive Mondays, we published Frannie's story as the feature in its subsequent lesson plans. The serial story helped launch the 88 sponsored subscription for schools program.

We didn't have to wonder how Chris so-the-fact to get him to donate copies of the program to 28 classrooms every Monday for the duration of the Frannie series.

All we said was that Bernal would benefit so many children by being our partner and Bernal was in—just like that.

But we know his. I. You don't have to be a dog, read or become for a wonderful cause like literacy.

LITERACY PARTNERS. Ben Chan creates a plaque from PDA president Sandy Pineda-Banabolina in appreciation of Bernal's support for the 88 program.



Children can enjoy reading the newspaper



Are you a dog lover?
READ the label.



Dog lovers should read the label of their dog food to find out if their dogs are getting the best nutrition.

VALUEMEAL is a complete dog food that offers the right amount of high-grade lamb and beef protein and plant protein. It also has whole grain cereals for consistent quality.

VALUEMEAL has essential omega oils like sunflower and canola that provide for healthy skin and lustrous coat.

NO CHICKEN AND NO BYPRODUCTS.

VALUEMEAL is hypoallergenic, highly digestible and ensures that your dog absorbs all the essential nutrients. Your dog will have small and firm stool with minimum smell.

Your dog will have more power and stamina, healthy skin and a thick coat with superior shine.

Read the ingredients in the label and make sure that your dog is getting the best.



DOG FRIENDLY
...nothing to harm your pet!

*available in petshops, veterinary clinics and poultry stores.



● Wrap-up story



Thank you from the students





Art from
the
students



Learning becomes window dressing

citibank **INQUIRER IN EDUCATION**

Money management for teens

You can bank now!

Chapter 3: Peso saved is peso earned

WHAT DO teenagers do with money? They either spend it or save it. Most of the time, however, they spend it. When you're in high school, you may think the money you receive—allowance from your parents, tips for running an errand, birthday gift money from your pals—isn't large enough to allow for savings. But when you get to understand that money you save in a bank can earn more money, you might decide that saving for the future has its advantages over spending money today.

Financial goal What do you dream of doing or owning? Whatever it is, the amount you need to make it come true becomes your personal financial goal. Let's say you want to attend a computer training program that'll last 10 months from now but cost P5,000. That amount is your financial goal and you'll have to keep putting aside money until you can reach it. You may have short-term or long-term financial goals. It's a short-term goal when it's something that you want or need immediately or in the next few weeks or months. It's a long-term goal when it's something that can't wait a year or more, like taking a year off to college.

Where to put your savings The most common place where people keep their savings is at home, keeping money hidden under a mattress or in a jar. But banks have other options, like automatic savings, which carries some risks. (See Chart 1.)

The safest place for keeping your savings is the bank. (See Chart 2.) Banks are financial institutions that offer different types of savings instruments to meet a variety of needs and goals.

How to save To save money, you have to raise your income, reduce your expenses or do both. If you don't have enough money coming in to pay for your expenses, you want the bank to pay the bill for you. If you have extra money, banks offer an incentive for people to save. When

Activity guide

- Compound interest is interest earned on savings that includes previously earned interest. Supply the answers to the questions in this scenario: Ana and Marie each have placed P2,000 in a bank account that pays 3 percent interest per year. Paolo does not touch the interest in his account when it will compound at the 3 percent rate. Marie withdraws the interest on her money each year and uses it to buy something useful. After three years, how much money will each have saved? How about for Marie's account? In the fourth year, Paolo saves each deposit another P2,000 for their respective accounts. At the end of year 4, how much interest does each get? And how much money is in their respective accounts at the end of year 4?
- If Marie continues withdrawing the interest and Paolo continues keeping the interest in the

Activity guide

1. Compound interest is interest earned on savings that includes previously earned interest. Supply the answers to the questions in this scenario: Ana and Marie each have placed P2,000 in a bank account that pays 3 percent interest per year. Paolo does not touch the interest in his account when it will compound at the 3 percent rate. Marie withdraws the interest on her money each year and uses it to buy something useful. After three years, how much money will each have saved? How about for Marie's account? In the fourth year, Paolo saves each deposit another P2,000 for their respective accounts. At the end of year 4, how much interest does each get? And how much money is in their respective accounts at the end of year 4?
2. If Marie continues withdrawing the interest and Paolo continues keeping the interest in the

REAL PEOPLE

Saved by her savings

By **Rima Jessamine H. Granal**

Can't you picture how large an income is *drift*?—Gleco

NORA Villaver deposits in the bank 50 percent of her monthly make and makes up the remaining 20 percent for 15 days, or until the next payday. She then (Deposited her savings) mark deposits for emergencies like

result she just of eating sparingly but also of walking daily more than a kilometer from her house to the office to avoid paying the parking fee.

Villaver records the dates when each consumable item at home is bought to help her control her expenses and make sure things do not go to waste.

The date guides her on how long the pantry staples (Shelf-life per year) mark her kitchen or the shampoo in the bathroom.

"You should know your consumption rate and learn to stick to it," she says. "I avoid going over the budget," she says.

Villaver says she also tries three a day (Three a day rule) for clothes only when they are free. Her slim figure is the

cell her when department stores are holding sales.

Her former boyfriend did not have to worry about spending for dates and buying her gifts. In the four years of their relationship, they are out just enough. Villaver preferred bringing food home so the rest of her family could eat.

"Don't bring me flowers or send me cards," she told him. "Buy me a house." He liked up because he wanted to start but she didn't feel she was ready. But they finally broke up.

Villaver says that she bought the house because he was able to build a home for his family with the money he saved from having a low-maintenance



Illustration by **JAMES P. CRUZ**

citibank **INQUIRER IN EDUCATION**

Money management for teens

You can bank now!

The importance of budgeting

HERE'S the problem that's familiar among young people: It's only Wednesday, and already you've spent all your allowance for the week.

You can bring lunch from home on Thursday and Friday and not have to worry about food, but where will you get the money for transportation and the school stuff you'll need to pay for on those two days?

Most teenagers have to make a budget to make their cash last as long as they can, but for adults are the same. People always say they don't know where the money goes. That's because they don't have a budget.

A budget is a plan for managing your money. You assign a certain percentage of your allowance (and other money you receive, such as cash gifts, tips, etc.) to certain types of expenses on a weekly basis. And then you try to keep within the budgeted amount for each expense.

In addition to your estimated income and estimated expenses, a budget worksheet is also where you record actual income and

Chart 1: Carlo's budget-week of Oct. 15-21

	Estimated Amount	Actual Amount	Difference
INCOME			
Allowance, tips, birthday cash gift, etc.	P800	P700	P100
Income left	800	700	100
EXPENSES			
Food	250	270	20
Transportation	220	220	0
School (supplies, photocopies, etc.)	30	40	10
Personal care (shampoo, haircut, etc.)	50	50	0
Cellphone load	30	50	20
Entertainment (Video games, drinks)		50	50
Church donation	10	10	0
SAVINGS	10	10	0
Total expenses	800	700	100
Balance (Income minus expenses)	0	0	0

Sample budget

In the sample budget for a teenager on Chart 1, for example, Carlo estimated that he would have P800 coming to him during the week, consisting of his allowance of P500 and P100 in tips from another Mrs. Reyes for helping her buy trip to town.

He also set out to be a good week for Carlo because Mrs. Reyes did give him P100 and since it happened to be his birthday on Oct. 18, his brother gave him P100. So Carlo's actual income for the week was P700, not P800.

When did his money go? The chart shows that although he budgeted only P250 for food, he actually spent P270.

He needed some photocopying done for a group project for his science class, so he had to budget P10 more than he budgeted for his school supplies. He also needed a haircut so he paid P50 for one. He didn't take any money for entertainment or cash gifts, but he had to pay P40 for transportation and the school stuff you'll need to pay for on those two days?

Chart 2: Comparison-shopping for a laptop

	Brand 1	Brand 2	Brand 3
Price			
Features			
Weight			
Screen size			
Keyboard configuration			
Operating system			
Pre-installed programs			
Battery life			
Warranty			
After-sale service			

Activity guide

1. Fill in the budget worksheet below. Write your total income (allowance, cash gifts, tips) on the blank for income. Sample expenses for a student are listed on the chart. Add to the list if you have more. Write how much you should be spending on each item and what percent (%) of your income. Sample total expense cannot exceed your income. Total of all of the percentages cannot exceed 100.

Personal Budget Worksheet

Income: Php

ITEMS	PERCENTAGE	AMOUNT
Expenses:		
Transportation		
Food (school lunch)		
School supplies		
Clothing		
Entertainment (movies, games)		
Prepaid card		
Church donation		

Savings

ITEMS	PERCENTAGE	AMOUNT
Bank savings		
Other savings		

2. Make a pie chart that shows the percentages you have designated for your different expenses. Then answer these questions:

- 1. How much is left over from your expenses if your income is not enough to cover everything? How will your budget book each week? Will it be same or different? Why? What happens during the budgeting stage? How will your savings plan connection?
- 2. I cut out five ads in the Inquirer for products that are needed, then list five ads for products that are wants. Label each as "Need" or "Want." Discuss your findings with the class. Justify your choices.
- 3. Prepare your class just get permission from the school to have a survey. You will determine most needs at all planning, preparation and clean-up. You have a budget of P10,000. Prepare your class and list your needs. Do a class survey. Calculate your costs. Carry out your plans for your budget? Can you find any free entertainment ideas in the newspaper?

Parry Planning Checklist

Items	Items needed	Cost
Thrifts		
Informations		
Decorations		
Music		
Games or activities		
Food		

'Little by little, the bird builds its nest'

By **Jennylyn C. Balagot**
Contributor

FOR THOSE born with silver spoons in their mouths, life is fun and comfortable and getting a college degree is not a problem, assuming they have the smarts for it. Silver or gold, spoon-fed and not otherwise, our family has none.

Not even educational plans to finance our studies. But we had hopes and aspirations aplenty. I am the youngest of five children. My father is a policeman-farmer and my mother, a cook and a mother, I worked in the

daytime as legal researcher for one of the Regional Trial Courts in Baguio, and went to school at night. I worked eight hours a day for four consecutive semesters, and such experience taught me valuable lessons in time management.

When I was a high-achieving and reasonable spender. The best days in the life of working students are the 15th and 30th of the month. Having a regular salary, no matter how small, allowed me to plan and allocate for my daily expenses.

As a self-supporting student I faced a day-to-day battle. I stayed in a small dormitory with four occupants one day and definely much less comfortable than living solo with one occupant in an apartment. But never mind the inconvenience.

After a month of living on just a little over P1,000 per month, when an apartment cost have cost as much as P45,000 to rent, depending on the location and proximity of the place to the school. Add to that the utility bills (you see, your expenses can really go up).

For meals, I had to content myself with ready-to-eat food, but no more than a glass of water. In making to my budget, I bought instant noodles instead.

I added to my old wardrobe plus furniture bought

Illustration by **JAMES P. CRUZ**



Good news

- BSP will publish the series in booklet form.
- The booklets will be given free to students of public high schools in the other major islands.
- Citibank will sponsor the teachers' workshops.

CSR Case Study

Bench Partnership



Make circulation count

A B C

□ Australia – School Sales Audit Rules

is a sale at a price of a Publication under an Arrangement between a school or a third party and the publisher of the Publication for use by students of the school.

Partnerships – who is involved?

EDUCATION

- Schools
- Teachers
- Student
- Parents

NEWSPAPER

- Editorial content
- Circulation sales
- Marketing promotions
- Ad clients

PARTNERS

- Value for money
- Visible in community
- Marketing presence

Singapore Spelling Bee

Marketing



THE
STRAITS TIMES

Serene Goh, Editor, IN & Little Red Dot



- NIE has a unique selling point of helping the young become better educated citizens.
- Use this selling point when looking for partnerships.

Partners want access to NIE

- 7,000 teachers on data base
- 1 000 schools
- Weekly teacher email
- What's On book each term
- Strong online site

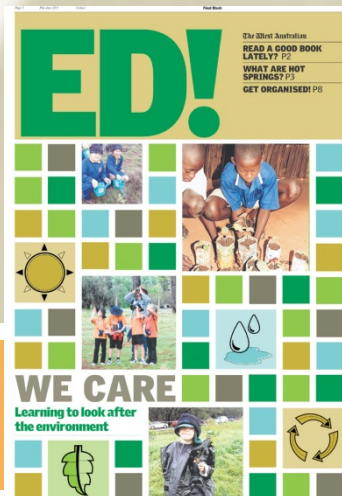


NIE purist – teacher / school pays

Traditionally teachers purchased NIE packs.

If it is 'free' not valued philosophy.

Pressures for circulation changed approach.



Since 2010 = Doubling

Results:

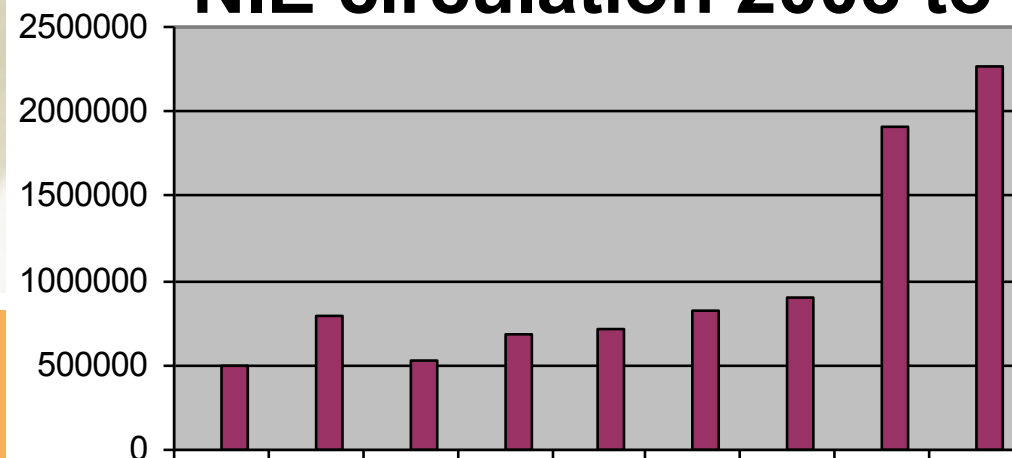
Circulation doubled from 1 million to 2 million

Schools involved now over 800 of 1000 schools

Teacher workshops from 1,000 to 2,500

Growth has continued into third year . . .

NIE circulation 2003 to 2011



Caution

Every NIE project *MUST* have a valid educational link to the Curriculum.

New Australian Curriculum by 2014

Newspapers become the text

Mathematics Football

The Arts Media Studies

Literacy Serial Reading

History Special series using archives

Look for opportunities

The West Australian | thewest.com.au
Wednesday, June 27, 2012

NANNUP BLAZE



No compo: Scott River farmers Alison and Stewart Scott, who had uninsured fire losses.

NEWS 13

Harvey to milk Coles for more

By Georgia Loney

Coles will pay major milk processor Harvey Fresh more for its milk — on condition it ups the price it pays to WA dairy farmers. Coles merchandise director John Durkan said Coles would pay Harvey Fresh an extra 3.5¢ a litre for private-label and homebrand milk. “Coles expects the cost-price increase to Harvey Fresh to be passed on to all of their milk producers at the farm gate,” he said.

Harvey supply brand WA presic price increase was welcome, but called on Harvey Fresh to pass on the full amount to farmers. “We’ve had meetings with Coles and Westfarmers and argued the price of milk is unsustainable and it’s excellent they are taking notice,” he said. Harvey Fresh suppliers get about 41¢/l for milk, but need about 50¢/l to be sustainable.



Offer: Coles will pay more for milk.

14 NEWS

Red diamond dazzles in Broome showcase

By Pip Prior

Two rare Argyle diamonds, including one of only a handful of purplish-red diamonds ever certified and a 0.7-carat pink diamond worth \$80,000, went on show in Broome at the weekend.

Just one out of every 10,000 diamonds dug out of the Kimberley mines are coloured — and red diamonds are the rarest of them all.

Lost River Diamonds merchant Clyde Jones said the tiny 0.25-carat purplish-red diamond, worth around \$300,000 and produced exclusively at Argyle, was a miracle of nature.

“Very few jewellers in the world would have seen a red diamond and very few people in Australia would have seen an Argyle tender pink,”

Mr Jones said. The diamonds’ deep hue is believed to be caused by years of extreme pressure underground.

Only about 80 red diamonds have been produced since they were first discovered at Argyle in 1987 and most go out to tender overseas.

Mr Jones said just 50 people worldwide were invited each year to view tender diamonds and make sealed bids at top-secret auctions.

“It’s a very exclusive tender — you can only auction for these if you’re given an invitation and the only people who get to view a tender stone are those who have been invited,” he said.

The latest purplish-red gem is one of only six in the world to be certified by the Gemological Institute of America.



Dazzling: Jeweller Ken Mackenzie with a red diamond, of which only about 80 have been produced. Picture: Mike Gray

save on over **1000** weekly specials

Making a difference to your budget

<p>UNDER 1/2 PRICE</p> <p>FOURTY</p> <p>4 Tradition Meat Pies</p> <p>Heart's Tasty Meat Pie 4 Fresh Steaks Selected Herbs 90g per 100g SAVE FROM \$3.99</p> <p>\$3.49</p>	<p>Devoidale</p> <p>TASTY</p> <p>Devoidale Stock Cheese Pie Selected Herbs 80g per 100g SAVE FROM \$2.99</p> <p>\$6.99</p>
<p>20 CONES</p> <p>20 Drumstick Cones 70g per 100g SAVE FROM \$2.99</p> <p>\$19.99</p>	<p>NESCAFÉ</p> <p>Nescafé Blend 43 Coffee 500g \$3.99 per 100g SAVE FROM \$16.99</p> <p>\$13.99</p>

IGA Favourite Brands \$20,000 Giveaway

Purchase any product from these favourite brands to enter.

Win a share of \$20,000 to spend on your favourite brands at IGA.

There's nothing else to be won every week! Be the first to celebrate with us! Learn more to enter our Favourite Brands. You'll also find more information on our website. See us in store or visit www.iga.com.au for more details.

Win a share of \$20,000 to spend on your favourite brands at IGA.

How the WA locals like it. **IGA SUPA IGA**

“We’re on track to save around \$130 on our annual power costs.”



Rea family, Marengano

The Rea family took the Switch the Future Energy Challenge and made a big difference to their power bill. “We just made a few changes, like turning up the temperature in the fridge, and only washing clothes in cold water. We’re very happy with how much we’ve saved with such little effort.” — Clare Rea

How much could you save? Visit our website to take the Energy Challenge.



Part of the Future Energy Alliance | **westernpower** | **synergy** | **switchthefuture.com.au**

Skills West Expo 2012

FOLLOWING TWO SUCCESSFUL YEARS, SKILLS WEST EXPO IS BACK AGAIN.

Skills West Expo is Western Australia's premier Careers, Employment and Training event.

Don't miss out on this opportunity to target thousands of potential future employees across a wide range of industries.

The Skills West Expo is a joint initiative between The West Australian and the State Government.

FRIDAY AUGUST 10 TO SUNDAY AUGUST 12
PERTH CONVENTION AND EXHIBITION CENTRE

FOR INFORMATION PHONE 9420 6414 OR EMAIL INFO@EQC.COM.AU

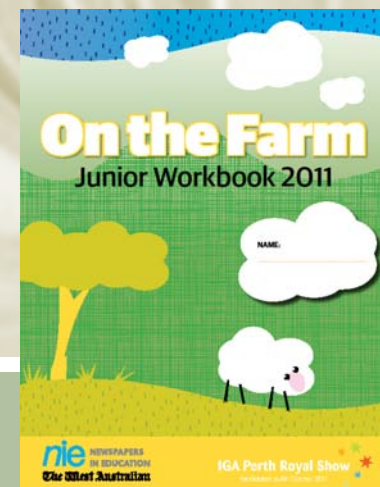
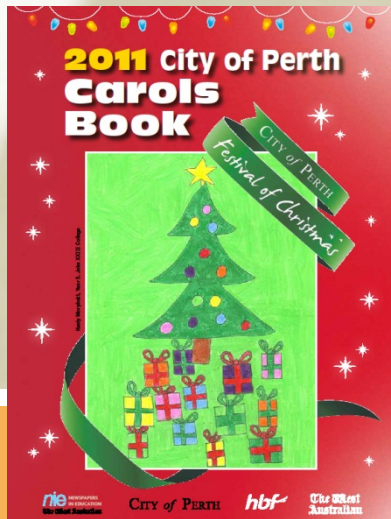
How the WA locals like it.



YOUR TURN

Write the name of a project you have in mind
and need money to make it happen?

HINT: An idea from the summit



YOUR TURN

Marketing

Promotions

Circulation

Editorial

NIE



I.. W .. W .. M .. I .. approach

In

What

Ways

might

I



I W W M I approach

In what ways might I

Be of benefit to the partner?

What can you bring to them

1.

2.

3.

I W W M I approach

In what ways might I

Encourage the partner to invest?

1.

2.

3.

I W W M I approach

In what ways might I

Benefit from the partnership:

1. \$ circulation
2. involvement
- 3.
- 4.

Review what you have written

- Be specific – do not promise the moon and only deliver a lump of coal.
- NIE wants money – be specific \$ value
- What company gets in return – logo placement, promotion, report, feedback – specific and anecdotal.

Partnerships at *The West Australian*

CSR \$30,000 a year for 4 years

Woodside Energy approached NIE October 2009

They wanted to spend their CSR money with NIE as they believed they could reach all schools in the State.

Teachers still pay, for the reading literacy program, but only \$80 a year – was \$320.

Result:

Serial Subscribers

2009 – 184 2010 - 320

2011 - 470 212 - over 550

Circulation: 20,000 each Tuesday

HOME WHAT'S ON & coming up RESOURCES learning areas WORKSHOPS pd for teachers ORDERS school / private TOURS print centre

Term 3 SERIAL Reading EDI Magazine Tuesdays in the West Australian

Mystery at Riddle Gully

Order now!
Chapter one starts Tuesday, July 24

An adaptation of the novel by WA Author Jen Banyard

FREMANTLE PRESS

nle NEWSPAPERS IN EDUCATION The West Australian

Sponsored by: woodside

What teachers think of Woodside supporting serial reading program



Fantastic to see Woodside investing in our greatest natural resource, 'children'.

The subsidy enables teachers to access stimulating stories to encourage children to engage in reading and literacy.

I am very impressed. What great corporate citizens! They could give no better gift to the community than improve literacy.

Excellent resource – good to know that a large corporation is giving something back to community.

Network with other departments

What are they planning that could be NIE value

Circulation

Marketing

Advertising

Editorial



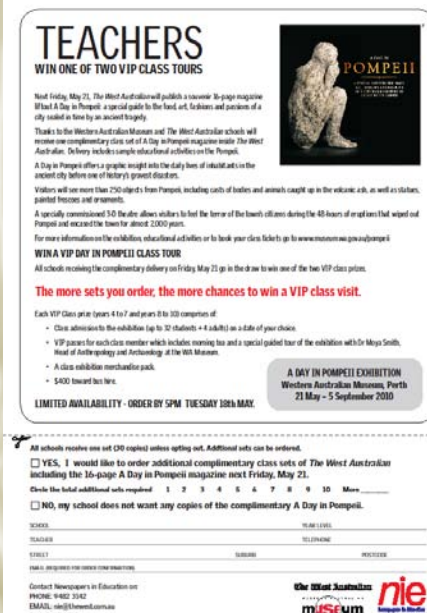
Case examples: Pompeii catalogue

Advertising working with Perth Museum to produce a 16-page editorial catalogue inserted in the newspaper.

NIE involvement value added

Museum also paid for class sets of the newspaper with magazine delivered to all schools. Teacher notes available online
Chance for classes to win a behind the scenes tour.

Circulation 50,000 on one day



TEACHERS
WIN ONE OF TWO VIP CLASS TOURS

Next Friday, May 21, The West Australian will publish a souvenir 16-page magazine What A Day in Pompeii - a special guide to the food, art, fashions and passions of a city sealed in time by an ancient tragedy.

Thanks to the Western Australian Museum and The West Australian schools will receive one complimentary class set of A Day in Pompeii magazine inside The West Australian. Delivery includes sample educational activities on the Pompeii.

A Day in Pompeii offers a graphic insight into the daily lives of inhabitants in the ancient city before one of history's greatest disasters.

Visitors will see more than 250 objects from Pompeii, including casts of bodies and animals caught up in the volcanic ash, as well as statues, painted houses and ornaments.

A specially commissioned 3D film also allows visitors to feel the heat of the town's citizens during the 48 hours of erag that wiped out Pompeii and encased the town for almost 2000 years.

For more information on the exhibition, educational activities or to book your class tickets go to www.museum.wa.gov.au/pompeii

WIN A VIP DAY IN POMPEII CLASS TOUR
All schools receiving the complimentary delivery on Friday May 21 go in the draw to win one of the two VIP class prizes.

The more sets you order, the more chances to win a VIP class visit.

Each VIP Class prize (years 4 to 7 and years 8 to 10) comprises of:

- Class admission to the exhibition (up to 30 students + 4 adults) on a date of your choice.
- VIP pass for each class member which includes morning tea and a special guided tour of the exhibition with Dr Maya Smith, Head of Anthropology and Archaeology, at the WA Museum.
- A class exhibition merchandise pack.
- \$400 toward bus fare.

LIMITED AVAILABILITY - ORDER BY 5PM TUESDAY 12th MAY.

A DAY IN POMPEII EXHIBITION
Western Australian Museum, Perth
21 May - 5 September 2010

All schools receive one set (20 copies) unless opting out. Additional sets can be ordered.

YES, I would like to order additional complimentary class sets of The West Australian including the 16-page A Day in Pompeii magazine next Friday, May 21.

Circle the total additional sets required: 1 2 3 4 5 6 7 8 9 10 More _____

NO, my school does not want any copies of the complimentary A Day in Pompeii.

SCHOOL: _____ YEAR LEVEL: _____
TEACHER: _____ TELEPHONE: _____
STREET: _____ SUBURB: _____ POSTCODE: _____

NAME, ADDRESS AND OTHER CONTACT DETAILS

Contact Newspapers in Education on:
PHONE: 9402 5542
EMAIL: nie@newsin.com.au
FAX: 9402 3070

The West Australian
n i e
NEWS IN EDUCATION
The West Australian

Network with other departments

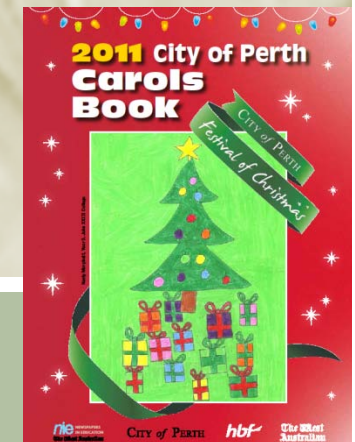
Marketing promoting Perth Christmas Pageant.

NIE producing a Christmas Carols booklet –
artwork done by students.

Booklet used in schools and at pageant by
general public

Circulation 130,000 one day to schools

INMA Marketing Award 2010



No doesn't always mean no



NIE and editorial 5-part History of WA series.

Advertising could not sell the advertising.

NIE approached sponsors for \$50,000 for each magazine - answer was yes.

There are times when advertising/marketing/circulation approach appears too commercial.

NIE approach becomes a valid CSR project

Result: 70,000 circulation each of the five Thursdays



WA SERIES
OUR STATE: PAST, PRESENT AND FUTURE
ATTENTION LIBRARIANS/HISTORY COORDINATOR

Commemorate Western Australia Day with this special 16-page magazine inside The West Australian each Thursday for 5 weeks. Each order receives a free teaching CD-ROM which includes activities on developing historical skills.

FREE CD-ROM - HISTORICAL SKILLS:
 Learn about our State while teaching the skills of:

- Chronology, terms & concepts
- Historical questions & research
- Analysis & use of sources
- Perspectives & interpretations
- Explanation & communication

May 17 PIONEERS
 Meet some of the men and women who worked to establish communities, infrastructure and industries.

May 24 MINING
 Explore WA's mineral wealth: what and where resources are mined and how early exploration paved the way for our booming economy.

May 31 PLACES
 Much has changed in rural and regional WA. This edition provides a visual record of the important and interesting events in our State's history.

June 7 HISTORY WA
 A look at WA's past, including life for Indigenous people before white settlement, to current times.

June 14 FLORA, FAUNA AND THE UNUSUAL
 Discover the significance of WA's flora and fauna emblems, interesting and bizarre plants and animals native to our State.

Thanks to sponsors all schools will automatically receive one class set of magazine for five Thursdays. Order additional sponsored sets AT NO COST.

ORDER NOW! **ADDITIONAL COMPLIMENTARY COPIES** ORDERS MUST BE MADE BY MAY 11, 2012

Please order number of additional class sets required.
 Quantity: 1 2 3 4 5 6 7 8 9 10 other _____
 NAME: _____
 TITLE: _____
 SCHOOL: _____
 STREET: _____
 SUBURB: _____ POSTCODE: _____

nie NEWSPAPERS IN EDUCATION
the West Australian

Telephone: (08) 9221 2100
 Fax: (08) 9221 2101
 Email: nie@westaustralian.com.au



Be the dominant partner

- Take control - subtly – make the partnership work in terms of what you want to gain
- Exploit the partnership – make sure you get what you need for the project to work, but on your terms

Documentation Feedback



Partners want and deserve feedback

Was their money well spent – in terms of their goals

Specific numbers – schools and students reached

Anecdotal feedback

Making money while engaging young readers

The West Australian Newspapers in Education provides primary and secondary teachers around the State with newspaper-based programs for all levels and across most learning areas.

This is done by:

- Producing affordable, ready-to-use lessons and resources linking to the Australian Curriculum.
- Providing free teacher professional learning workshops.
- Educational Tours of The West's Australian's Herdsman Print Centre.
- Promoting student competitions such as Young Writers and Design an Ad Contest.

Visit The West Australian Newspapers in Education <http://nie.thewest.com.au>

The West Australian's Newspapers in Education thanks our corporate community for their support of education throughout the State.



PROUDLY SPONSORED BY **The West Australian**



How the WA locals like it. **IGA** **SUPA IGA**

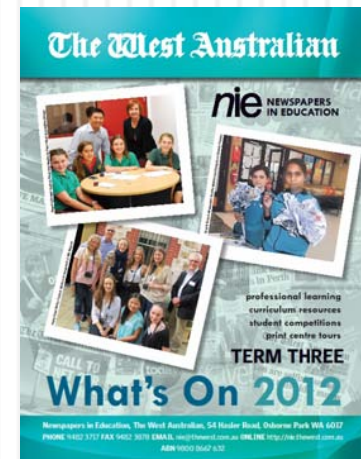
Single or multiple sponsors

Traditional approach one project = 1 to 3 sponsors.

December: multiple partners giving less money.

Aim to raise \$1000 in sponsorship by having ten partners at \$1,000 each so we have a seed of funds.

<http://nie.thewest.com.au>



Coming
soon
– a new
edition . .



Finding support: A beginner's guide

