

Target Date Kit for Newspaper Participants

How to Promote Minnesota Newspaper Target Date

Contents:

Explanation of Project Target Date

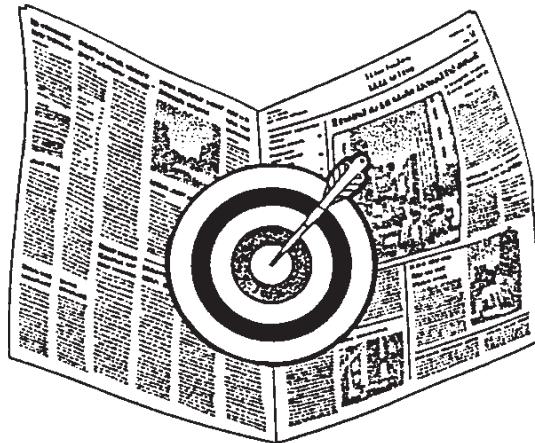
List of Participating Newspapers

Minnesota Target Date Logo

Sample Letter to Educators

Suggested Ad Copy to Promote Target Date in Your Community

Suggested Editorial Content



Minnesota Newspaper Target Date

WHAT IS IT?

From the ore-mining pits of the Iron Range town of Virginia to the Mississippi river town ambiance of Winona to the proud German heritage of New Ulm, the state of Minnesota is diverse in its cultures and communities.

Students can explore that diversity through a specially designed curriculum that uses Minnesota newspapers to examine and compare unique cultural and economic difference throughout the state. The lessons will focus on how each newspaper serves its community.

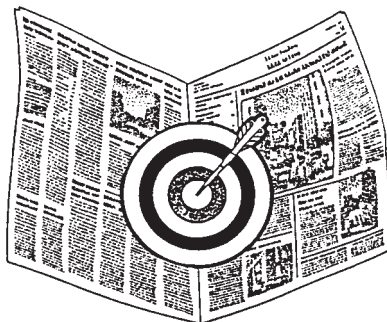
HOW DOES IT WORK?

In February or March, classes will write to you requesting one copy of a certain issue published in March. You might get requests from several schools for a specific date or requests may be more sporadic in nature. We cannot predict how this phase will go. Teachers are aware that this is a project for March only so you needn't feel obligated to honor requests at other times during the year.

Requests will be made through letters written by the students or on a request form we've included in the teacher's materials. You can be on the lookout for one or the other starting around the middle of February continuing through March. **Please mail the requested copy of your newspaper first class to make certain it arrives in time for the assignment.**

All participating teachers will use a complimentary teacher's guide, "Reading Between the Lines: Minnesota Newspapers and Their Communities," to help them plan the comparative study. The guide contains discussion and activity ideas that are adaptable to most grade levels. (A copy of the guide is on the MNA Web site, www.mna.org.)

At the completion of the program, please take the time to fill out the project evaluation form and return it to MNA by April 15. Your comments will help us to continue to make improvements in the Target Date program.

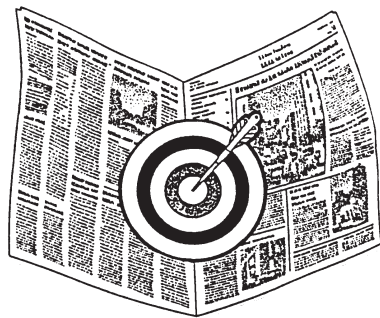
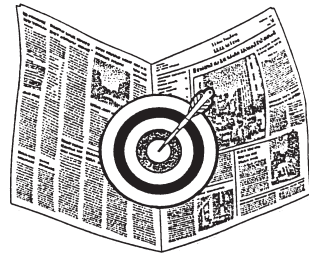
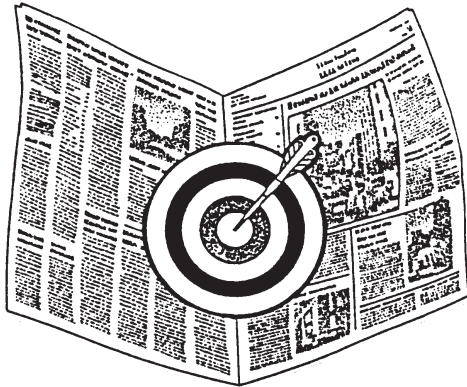
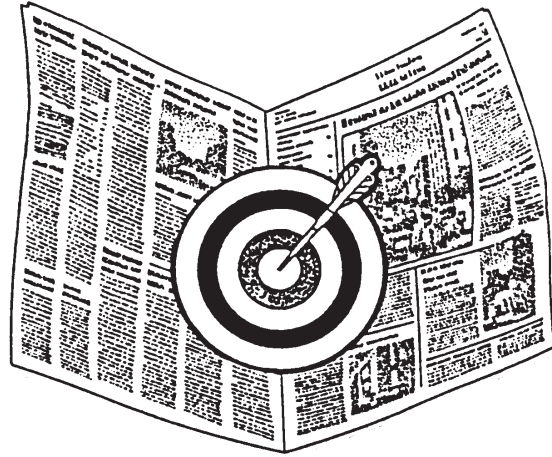


Newspapers Participating in Minnesota Target Date

Ada, Norman County Index
Aitkin Independent Age
Albert Lea Tribune
Alexandria, Echo/Press Newspapers
Anoka County Union
Askov American
Austin Daily Herald
Battle Lake Review
Baudette, The Northern Light
Becker, Sherburne County Citizen
Bemidji Pioneer
Bird Island Union
Blaine Banner
Blaine-Spring Lake Park Life
Blooming Prairie Times
Blue Earth, Faribault County Register
Brainerd Dispatch
Cambridge, Isanti-Chisago County Star
Cambridge, Isanti County News
The Chatfield News
Clara City Herald
Clarissa, Independent News Herald
Cloquet Pine Journal
Cokato, Enterprise Dispatch
Coon Rapids Herald
Cottage Grove, South Washington County Bulletin
Duluth News Tribune
Duluth Budgeteer News
East Grand Forks, The Exponent
Elk River Star News
Fairmont Sentinel
Fargo, The Forum
Faribault Daily News
Fergus Falls, The Daily Journal
Forest Lake Times
Glencoe, McLeod Co. Chronicle
Glenwood, Pope County Tribune
Grand Marais, Cook County News Herald
Grand Rapids Herald Review
Greenbush Tribune
Hallock, Kittson County Enterprise
Hastings Star Gazette
Hector, News*Mirror
Henderson Independent
Henning, Citizen's Advocate
Hermantown Star
Heron Lake, The Tri-County News
Hibbing Daily Tribune
Hutchinson Leader
International Falls, The Journal
Isle, Mille Lacs Messenger
Ivanhoe Times
Jackson County Pilot
Karlstad, North Star News
The Kerkhoven Banner
La Crescent, Houston Co. News
Lafayette-Nicollet Ledger
Le Center Leader
Le Sueur News-Herald
Lindstrom, Chisago County Press
Litchfield Independent Review
Little Falls, Morrison County Record
Mabel/Harmony News Record
Madison Lake, Lake Region Times
Mankato, The Free Press
Maple Lake Messenger

Marshall Independent
Minnesota Spokesman-Recorder
Minneapolis Star Tribune
Montevideo-American News
Monticello Times
Moose Lake, Arrowhead Leader
Mountain Lake, Observer/Advocate
Nashwauk, Eastern Itasca
New Ulm, The Journal
North Branch, East Central MN Post-Review
Northfield News
Norwood-Young America Times
Osakis Review
Owatonna People's Press
Paynesville Press
Pelican Rapids Press
Perham, East Otter Tail Focus
Pine City Pioneer
Pine River Journal
Preston, Republican-Leader
Princeton Union-Eagle
Proctor Journal
Raymond-Prinsburg News
Red Lake Falls, The Gazette
Red Wing Republican Eagle
Redwood Falls, Redwood Gazette
Renville Co. Star Farmer News
Rochester, The Post-Bulletin
St. Cloud Times
St. James Plaindealer
St. Joseph Newsleader
St. Paul, Asian Pages
St. Paul, The Catholic Spirit
St. Paul, Latino Midwest News
St. Paul, Minnesota Women's Press
Saint Paul Pioneer Press
St. Peter Herald
Sartell Newsleader
Sandstone, Pine County Courier
Scandia, Country Messenger
Sebek, The Review-Messenger
Slayton, Murray County News
Sleepy Eye Herald Dispatch
Spring Grove Herald
Spring Valley Tribune
Starbuck Times
Stillwater Gazette
Thief River Falls, The Times/Northern Watch
Tracy Headlight-Herald
Two Harbors, Lake County News Chronicle
Verndale Sun
Virginia, Mesabi Daily News
The Waconia Patriot
Wadena Pioneer Journal
Waite Park Newsleader
Walker, The Pilot-Independent
Warroad Pioneer
Waseca County News
Wayzata, Lakeshore Weekly News
Willmar, West Central Tribune
Windom, Cottonwood County Citizen
Winona Post
Winona Daily News
Woodbury Bulletin
Worthington, The Daily Globe

All daily newspapers are listed in boldface.



Sample Letter to Educators

Dear Educator,

(The name of your paper) is excited about being part of the educational program called Minnesota Newspaper Target Date. This state-wide endeavor, sponsored by the Minnesota Newspaper Association, is designed to encourage exploration of Minnesota's cultural and economic diversity by comparing communities through the newspapers that serve them.

Please join our growing list of Target Date educators. Take the time today to fill out the enclosed registration form. Note that Target Date is scheduled for March, 2010, only — in commemoration of Newspaper in Education (NIE) Month.

All participating teachers will receive complimentary curriculum materials as soon as we receive your registration form. The materials include:

- ✓ A Teacher's Guide, "Reading Between the Lines: Minnesota Newspapers and Their Communities," a multi-level, multi-discipline five-day unit plan.

The guide also provides background information on newspapers for the uninitiated: glossary of newspaper terms, parts of a newspaper, etc. The guide includes a sample letter to newspaper companies requesting one copy of their paper for a particular (target) date. Worksheets may be duplicated.

- ✓ List of Participating Newspapers

If you have questions about Target Date, you may call the Minnesota Newspaper Association at 612/332-8844. Thank you!

Sincerely,

(Your designee)

Enclosures: Target Date Registration Form

NOTE to papers: The house ad can be used as a registration form.

Suggested Ad Copy

Suggested Ad Sizes: 2 x 8 or 3 x 12

Run Time: **February** to give teachers time to request the curriculum for use in March.

Teachers! FREE CURRICULUM

Sign up today for the exciting program, **Minnesota Target Date**, and receive a **FREE** copy of **Reading Between the Lines: Minnesota Newspapers and Their Communities**.

IDEAS GALORE!!

Explore Minnesota

★★★★★★★

—from the ore-mining pits of the range town of Virginia to the river town of Winona to the proud German heritage of New Ulm—

★★★★★★★

Explore Minnesota

(your newspaper name here)
is a TARGET DATE paper!

DEADLINE: FEBRUARY 27, 2010

MINNESOTA TARGET DATE REGISTRATION

YES, I will participate in this program!

TARGET DATE IS FOR MARCH 2010 ONLY.

Name _____

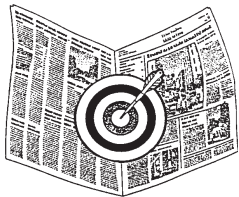
School _____

Address _____

Grade/Subject _____

Telephone _____

e-mail address _____



Mail to:
(your Target Date Contact's Name)
Newspaper Name
Address
Town, State, Zip
Your Phone number

Points to remember:

- Mention that your newspaper is participating
- Include information about signing up
- Give brief description of program
- Mention complimentary teacher's guide
- Include Target Date logo



Suggested Editorial Content to Promote Minnesota Newspaper Target Date

1. Put in a notice (or more) about the project.

- Include:
- Description about the program (see material in this packet).
 - Teachers may call MNA at 612-332-8844 for more information about the program.
 - Free curriculum material will be provided to all participants.
 - Adaptable to most grade levels.

2. Feature a class or teacher who will be using the program.

Newspaper in Education Week is March 1-5, 2010. That might be a good week for a story or two. If a story appears before March, more teachers would be made aware of the program and could sign up.

3. Feature some work done by students as they study Min-

nesota newspapers. For example, you might ask them to write an essay about the contributions their newspaper makes to their community. Or you might have them describe what life would be like without newspapers. Cartoons would also be a good way for them to express their opinions about a topic.