



NCRA Newsletter

CHARTERED BY THE INTERNATIONAL READING ASSOCIATION

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North Carolina Reading Association

December 2010

President's Message

Literacy issues and education in general seem to make headlines more than ever this year. Waiting for Superman, a film by Davis Guggenheim, has received both good and bad press over the past weeks. I have yet to see the whole movie, but understand the film follows five children and their parents on their search for better schools. The story succeeds in placing human faces on the plight of education in the U.S. , but it has been criticized for oversimplifying the problems that our schools face.

Over the past year, the U.S. has made student learning, student achievement and long-term success a priority by designating \$4.5 billion to Race to the Top (RttT).

Recently, I read some pieces from the National Journal's blog which raised the question: How's It Going, Ed? (10/25/10). One of the responders, Jennifer Fox, educator and author of *Your Child's Strengths*, offered her ideas in a piece entitled: Last Train to Chaos. She wrote:

Today, in the field of education--for this brief moment--- it's better to not be an expert. It's better to be a passenger rather than the conductor. We're riding through chaos—and those educators who resist the impulse to get off on one side or another, and instead stay along for the ride awhile longer—chugging along in the midst of the problem-- will be the ones who truly have the power to generate real educational change that sticks. The entire article can be found at: <http://education.nationaljournal.com/2010/10/hows-it-going-ed.php#1760042>

In North Carolina , RttT funds are set to be released in December. Projects will focus on improving our graduation rate and increasing student achievement. To find out more about plans in NC, visit: www.ncpublicschools.org/rttt

Last year IRA created the Teacher Advisory Panel as a way to more fully represent the needs of classroom teachers, who constitute the largest segment of IRA's membership. The eight person panel is an advisory body and has the opportunity to present issues of concern to the IRA Board and to respond to issues brought forth by the Board. In *Reading Today*, (August/Sept issue) the panel offered tips to parents for insuring a smooth school year. One example: Start a book club. Parent/child book clubs support readers of all levels, and the discussions can be enlightening.

The whole list of tips and more about the panel can be found at: http://www.reading.org/General/Publications/ReadingToday/RTy_AugustSept_2010/RTY_10AugSept_back_school_tips.aspx

Each year, IRA presents an International Celebrate Literacy Award. The purpose is to identify and recognize an individual, an agency, or an institution for their contributions to literacy. North Carolina 's award is the James B. Hunt Celebrate Literacy Award. My hopes are that every council will take the opportunity to nominate a deserving partner. The form is on our website and the deadline to submit a nominee is January 7.

The IRA Convention will be held in Orlando , May 8-11. Among the many authors and educational leaders who will present, Goldie Hawn will speak during the Tuesday General Session. This quote appears on her foundation's website:

“Act now to help the younger generation become emotionally and academically prepared to meet the challenges of our world by providing them with the tools to succeed and thrive. While children make up a quarter of the world's population, they are 100% of our future.” (<http://www.thehawnfoundation.org/>).



As we enter the Thanksgiving season, be mindful of how much you are appreciated,

Ava Bevins, NCRA President

Teachers as Readers 2011



When You Reach Me and Mockingbird

Take some time to read these two books before coming to the NCRA conference and join in on our Teachers as Readers discussion session there. The authors of our 2010-2011 Teachers as Readers selections both worked as lawyers before turning to writing as a profession. Another similarity is that *When You Reach Me* and *Mockingbird* each feature a classic favorite book around which the plot revolves. Friendship is also a central theme in both books. However, the plots of these two fiction titles are delightfully different.

Rebecca Stead's Newbery winner, *When You Reach Me*, is a unique story set in 1970s New York City. Miranda's mom has been selected as a contestant on the TV game show, *\$20,000 Pyramid*. Miranda helps coach her mom through chapters with titles that are categories from the show. Science fiction standard, *A Wrinkle in Time* by Madeleine L'Engle, is the main character's favorite book. Miranda grows as she faces challenges in her relationships with others in and out of sixth grade.

Mockingbird by Kathryn Erskine is a National Book Award nominee. References to Harper Lee's *To Kill a Mockingbird* stem from Caitlin's dead brother, the victim of a tragic school shooting. Erskine takes the reader into the mind of Caitlin, a talented fifth grader with Asperger's syndrome. She must learn to deal with her grief and navigate the school social scene to make friends there.

Reading *When You Reach Me* and *Mockingbird* may lead to rereading *A Wrinkle in Time* and *To Kill a Mockingbird*. Put these two classics on your reading list, too!

Mary Jo Floyd, Teachers as Readers co-chair

James B. Hunt, Jr. Celebrate Literacy Award

Do you know an exemplary literacy program? Then nominate a person, program, or organization for the 2011 James B. Hunt, Jr. Celebrate Literacy Award. The Celebrate Literacy Award recognizes North Carolina local reading councils, organizations, or individuals for service given in promoting literacy among children and adults and in striving to develop reading and writing communities. Local councils, organizations, or individuals are asked to submit nominees to this committee for consideration. Exemplary projects that evidence lasting contributions to community literacy will be reviewed. If you are interested, please complete the nomination form located on the NCRA website. All you have to do is describe the program in detail and include literacy artifacts generated from their project.

The 2010 Celebrate Literacy Award winner was The Country Book Shop in Southern Pines. The Moore County Reading Council was proud to share the literacy outreach that their community receives because of the book shop's efforts. Here are some of the contributions of The Country Book Shop.

At Christmas, they sponsored an Angel Tree where 540 books were discounted, wrapped and delivered to Head Start and preschoolers. 100 or more children who met their Summer Reading Program goals at the public library were able to pick a free book from the shop. The Shop contributed books for tutors to use in the Moore County Literacy Council program. Bags of books were provided for the Grandparents Reading Club. The shop gave gift certificates to winners of the Battle of the Books and provided judges. Information for raising readers was given to parents during a preschool literacy night. Angie Talley, an employee at the Book Shop, and others, speak to various organizations. Ms. Talley did a Book Talk for the Moore County Council where she shared the latest children's books, and all participants received books and other literature. The Country Book Shop also brings children and adult authors to Moore County, a big asset to the community.

We are sure that you know someone who is making many, many wonderful contributions to promote literacy in you communities. Why not let NCRA recognize them for their efforts for making your community a better place to live? Don't forget, all nominations are due by January 7, 2011.

Mail nominations to:

Cassandra Graves cgr605@aol.com
605 Pleasant Drive
Greensboro, NC 27410.

Newspapers in Education

Sterling Williams

Living and learning on the frontlines

Service characterizes Sterling Williams, her students and their families. Williams, Lejeune High School science teacher, was selected as 2010 recipient of the Dave Jones Award for her work with her local newspaper. She's a veteran teacher with 24 years at Lejeune and 10 years in the North Carolina public schools.

All teachers work on the frontline, but "frontline" takes on greater significance for teachers like Williams whose students have family members serving in the military. Local, national and global issues merge, and students live with the effects of front page news.

Williams teaches subjects that challenge many students, biology, environmental science and marine biology, and she supports and coaches students who come to her for extended learning at the end of each day. The flexibility and adaptability of newspapers allows her to use them in all her classes.

Williams uses newspapers to get to know her students, having students complete a coat of arms with items drawn from the newspaper. She uses newspapers for initiating activities, sharing main ideas from stories that report science news and encouraging students to share what they find on their own. Students complete short activities that align with the content of stories in the news. She also guides their reading, customizing worksheets to selected news stories.

Students in extended learning class show that newspapers promote the reading habit and connect home and school. Students make up assignments and work on homework, but they choose to read newspapers read on their own and discuss issues with their teacher and classmates. Many take newspapers home with them at the end of the day.

Williams receives 20 newspapers each Monday. She uses news reports and the special NIE page, World of Wonder, published on that day. She receives ten newspapers every other day.

Williams is a learner. Her parents shared their love for news and education. She has built a relationship with her local NIE director, Carolyn Alford of the Daily News, to keep up-to-date on sources available to her. The newspaper's e-edition will allow her to search archives for stories relevant to science topics. She has attended courses and workshops on effective use of newspapers in the classroom. The Daily News chose Williams as NIE teacher of the year for 2009-2010. Alford's story about Williams described her use of news about the recent oil spill off the Gulf coast.

A local story, published May 6 in the Globe, described the work of Williams' students in the community, "LHS student have big impact on environment," for their support of recycling on the marine base. Learning about local issues led to their service. Williams is a model of service, having dedicated her life to teaching and her use of science as the basis for action.

In March, Williams will present a session at the NC Reading Association conference held in Raleigh.

- Cynthia McFadden, NIE NCRA Chair
& Sandra Cook, NCRA Vice President

NIE's Dave Jones Award Nominate a Teacher Today!

Nominate teachers who integrate local and state news into their teaching to enhance literacy and reinforce teaching about any and all subjects. To learn about the award and print the application, visit www.ncpress.com, click on NCPF, click on NIE and look for the headline, Teachers!

Help us with the NCRA Newsletter!

The NCRA newsletter is about YOU, so please submit short articles and photos for the next NCRA newsletter. These can include local council programs and events, information and resources about literacy, book reviews, legislative issues, sources of free or inexpensive materials, research findings on literacy, and more. Email submissions to Jean House: jhouse52@bell-south.net.

Deadline: January 15



2011 NCRA
Conference
Raleigh, NC
March 13-15, 2011
Raleigh Convention
Center

EXPANDING HORIZONS:
READING ACROSS THE DISCIPLINES...

Speakers include: Lester Laminack, Tim Rasinsky, Kathleen Krull, The Apron Ladies, Judy Sierra, Tom Angleberger, Lois Huffman, Tom Tufts, Hiller Spires, Donna Knoell, Katie Garner, NC authors John Claude Bemis, Steve Johnson, and Carol Baldwin, and more.

Look for conference and registration forms for our two conference hotels: Raleigh Marriott City Center or the Sheraton Raleigh on the NCRA website:

<http://www.visitraleigh.com/dmc/microsites/NCRA/>

Both hotels are adjacent to the Raleigh Convention Center, and registration includes one free parking per room per night.

**North Carolina Reading Association
42nd Annual Conference - March 13- 15, 2011
Raleigh Convention Center – Raleigh, NC
Registration Form**

PRE-REGISTRATION DEADLINE IS MARCH 1, 2011

REGISTRANT INFORMATION: (PLEASE PRINT)

Last Name _____ First Name _____ MI _____
 Address _____
 City _____ State _____ Zip Code _____
 Email Address _____ Home Phone _____
 NCRA Member: YES NO If yes, Council name _____
 School District or College Affiliation _____
 Primary Area of Responsibility: (please circle) K-2 3-5 6-8 9-12 College Adult

REGISTRATION TYPE: (Please Circle One)

****All registrations EXCEPT for students include Tuesday lunch.***

| | Pre-Registration | On-Site |
|--|------------------|---------|
| NCRA Member | \$110 | \$135 |
| NON-NCRA Member | \$125 | \$150 |
| Full-time Graduate Student (bag not included) | \$30 | \$40 |
| (Grad students may present a poster session on Monday, March 14) | | |
| Undergraduate Student (bag not included) | \$20 | \$30 |
| NCRA Member ONE DAY CONFERENCE (Specify day _____) | \$75 | \$85 |
| NON- NCRA Member ONE DAY CONFERNECE. (Specify day _____) | \$85 | \$95 |

Total Registration Cost: \$ _____

DINE WITH THE AUTHORS:

_____ Monday, March 14 – Lunch with Judy Sierra \$28

_____ I prefer a vegetarian plate.

Tuesday, March 15 - Closing Lunch with Kathleen Krull INCLUDED IN REGISTRATION, but you must sign up for a ticket!

_____ YES, I WILL ATTEND THE FREE CLOSING LUNCH

_____ NO, I WILL NOT ATTEND THE FREE CLOSING LUNCH

_____ I would like to buy an additional ticket for a guest (include \$28)

Total Cost for Lunch with Judy Sierra: \$ _____

CONFERENCE INSTITUTES: SUNDAY, MARCH 13, 2010

3-hour institutes 12:30 pm – 3:30 pm; 2-hour institutes 4:00 pm – 6:00 pm

***PLEASE NOTE: YOU CAN ONLY ATTEND ONE 3-HOUR AND ONE 2-HOUR INSTITUTE, BUT PLEASE NUMBER ALL OF YOUR CHOICES**

Institute costs: \$20 for one institute; \$30 for two institutes (If you attend two institutes and the full conference on Monday & Tuesday, you will earn 2 reading credits; Tuesday & Wednesday attendance only earns 1 reading credit)

3-Hour Institutes 12:30pm – 3:30pm (Number your choices in order of preference: 1 = 1st choice, 2 = 2nd choice, etc.)

- _____ 1A. The Apron Ladies – Easy to Implement Reading Strategies & Activities
- _____ 2A. Tim Rasinsky – Effective and Authentic Teaching of Fluency: The Neglected and Misunderstood Goal of Reading
- _____ 3A. John Begeny – Improving Students’ Reading Skills with the HELPS Program (a free program!)
- _____ 4A. Tom Tufts – Reading Strategies that Explore the Real World of Literature
- _____ 5A. Katie Garner – The ‘Secret to Cracking the Code with the BRAIN-IN-MIND
- _____ 6A. Lois Huffman – Dynamic Dictionary Instruction

2-hour Institutes 4:00pm – 6:00pm (Number your choices in order of preference: 1 = 1st choice, 2 = 2nd choice, etc.)

- _____ 1B. Hiller Spires – New Literacies and Project-Based Inquiry: A Winning Combination for 21st Century Teachers and Students(Limit 25 attendees; bring your own laptop)
- _____ 2B. Joyce Kohfeldt - Leveled Literacy Instruction . . . Reaching At-Risk Readers K-3
- _____ 3B. Steve Peha & Dr. Laura Staal – The Half-Day MA: Teaching Reading & Writing at the Speed of Thought
- _____ 4B. Tom House – Technology in the Classroom for Beginners (Limit 25 attendees; bring your own laptop)
- _____ 5B. Kathy Bumgardner – Hands-On Literacy Tools: Interactive Instruction To Make Today and Use With Kids Tomorrow
- _____ 6B. Donna Knoell – Developing Content Reading Strategies Across the Curriculum (special emphasis on science & math.

Total Institute Cost: \$ _____

CONFERENCE COST:

Registration Cost: \$ _____

Institute(s) Fee: \$ _____

Dine with the Authors: \$ _____

Total Conference Cost: \$ _____

Method of Payment: _____

MAIL CHECKS PAYABLE TO NCRA WITH REGISTRATION FORM TO: (Please note this is an out-of-state address)

- * NO Purchase Orders
- * NO REFUNDS
- * Returned Checks will be Assessed a \$25 Fee

**Claudia Sweger
 47558 S. 500 Road
 Salina, OK 74365**

Registration Questions: Email – NCRACONFREG@AOL.COM



www.vistaprint.com

VISTAPRINT is the Way to go for Council Publicity

For those reading councils that need publicity and the free materials Vistaprint is the way to go. They offer free materials, such as magnets, postcards, oversized postcards, posters, hats, rack cards and banners. The only price you pay for the materials is shipping/handling but the quality of the products is well worth the little money involved.

I have been ordering from Vistaprint for several months now for the Robeson Reading Council and also for the upcoming 2011 North Carolina Reading Conference and 85% of the materials that I order are FREE. For those attending the 2011 North Carolina Reading Conference you will see colorful banners throughout the registration and exhibit areas and they all came from Vistaprint. All of the small banners (3 ft long x 1 ft-9" wide) were all free because I can receive one free small banner with every order I place using a Vistaprint template or upload my own image to the banner for a small fee of \$4.99. Sometimes this upload fee is half price at \$2.49.

I can receive 25 free magnets, 250 council business cards, 100 small postcards, 50 oversized postcards, 50 rack cards, free hat and much more with every order that I place. The only price you pay is shipping and handling, which usually is less than \$20.00. Vistaprint has several shipping options but, unless it is the free 7-day shipping I usually use the slow (21 day) method but I have always received my orders in less than two weeks using this shipping method.

Vistaprint offers many promotions such as free 7-day shipping for orders over a certain amount and once you sign up to receive emails from Vistaprint they come in almost daily. The most important point with the emails is that, in order to receive that promotion, you have to click on the email link, instead of going straight to the website. Vistaprint has a portfolio where you can make up your product using their templates and they will be stored in that portfolio for 60 days. On the 53rd day Vistaprint will notify you that you have an unordered product in your portfolio that will be removed on the 60th day. Once you order an item in your portfolio, it will stay on the Vistaprint server indefinitely to make it easy for reordering. You can always edit the product in your portfolio at any time.

Vistaprint's customer service is great and they respond in a timely matter. I have only emailed them two times with a question and they responded back the same day.

Vistaprint is an international company with the U.S. Headquarters in Lexington, Massachusetts. So, check out their website www.vistaprint.com and sign up to start receiving some FREE materials for your council.

**David Wagner - Publicity
Robeson County Council**

The author of Terminology for Tough Economic Times is Lois Huffman, an adjunct faculty member at NC State University and a consultant with the Center for Applied Linguistics. She conducts workshops on literacy and language for schools and reading councils. Her email address is loishuffman@gmail.com.

Practical Ways to Foster Word Consciousness

Each edition of “Viva Vocabulary!” focuses on different word genres. The goal is to help students (re)discover the joy of language and the expressive power of vocabulary.

Terminology for Tough Economic Times

The Great Recession has affected our wallets and our language. Maybe you or someone you know has taken a **staycation** in recent years. Rising gas prices, un- and under-employment, or concerns about job security have made spending vacation time at home rather than traveling (i.e., staycations) increasingly common.

Here are some other words that have entered the lexicon due to the economic downturn:

funemployment - period of joblessness that a person uses for leisure or doing something s/he’s always wanted to do such as blogging or starting a nonprofit activity (<http://wordspy.com>, August 2010)

frugalista - individual who lives on as little money as possible, but maintains a fashionable and healthy lifestyle by growing vegetables, swapping clothes, and buying secondhand (*The New York Times Magazine*, November 2008)

gigonomics - taking a series of small, often free-lance temporary jobs to make ends meet in a bad economy (*Reader’s Digest*, September 2010)

hypermiling - attempting to maximize gas mileage when driving by keeping tires properly inflated, coasting to stoplights, emptying the trunk, etc. (also known as EcoDriving) (*New Oxford American Dictionary*, 2008)

momprenuer - new mother who starts a business in order to stay at home with her children or supplement existing income (*The News and Observer*, May 2009)

porkulus - disparaging reference to the federal government’s economic stimulus package (<http://www.visualthesaurus.com>, March 2009)

recessionista - fashion-conscious woman who shops in thrift stores or gets clothes for free by participating in clothing swap parties (variation of frugalista) (MSNBC Style, June 2009)

re-commerce - using online auctions to make a few bucks selling used goods purchased at yard sales or secondhand stores (*The Wall Street Journal*, December 2009)

sellsumer - cash-strapped everyday consumer who makes money online by selling ideas to businesses, advertising their products and services to other consumers, and/or selling unused items (<http://www.trendwatching.com>, April 2009)

unnovation - new products and services that do not create authentic, lasting economic gains (Harvardbusiness.org blog, May 2009)

Teaching Ideas

- 1 All of the words listed above are compound words or portmanteau words (words formed by blending two existing words). Ask students to identify the two words or morphemes that were combined to form the new terms. Then talk about why these new words have come into existence. Help students discover that significant events or circumstances often lead to the creation of new words because existing words are not sufficient to describe the new phenomena.
- 1 Invite students to use one of the free online tools (e.g., Google Forms, <http://polldaddy.com>, <http://www.surveymonkey.com>) to survey their families and friends about the new words listed above. Questions might include: Which of these words have you heard or used? In what context? What other new recession-related words have you heard or used? After the economy recovers, which of these new words are likely to become a permanent part of our language? Discuss the survey results and whether students agree with the predictions.

The current slowdown in the economy has also produced some new euphemisms:

nutritionally challenged - people who are down on their luck and must rely on charitable sources for food

prerecovery period - the current recession

price-sensitive consumer - poor person

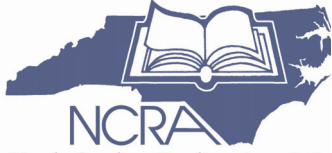
reciprocal trade - barter (Some small businesses, having difficulty getting credit, are turning to bartering.)

toxic assets - bad bank loans

value-conscious consumer - cheapskate

Teaching Ideas

- 1 After explaining what a euphemism is (a more agreeable word or phrase substituted for one that may offend or suggest something unpleasant), give contemporary examples, possibly some of those above. Ask students to share some other euphemisms they have heard or used in their everyday lives.
- 1 Invite students to make posters illustrating euphemisms generated by the class. Students might use a free web tool such as <http://www.sketchfu.com>, <http://www.sketch.odopod.com>, or <http://www.imaginationcubed.com>. If students prefer, they could create interactive multimedia posters using <http://edu.glogster.com>. Print the posters or download them to the class website.



North Carolina Reading Associatio

NCRA

ATTN: Jean House
4309 Boxwood Road
Raleigh, NC 27612

NCRA 2010-11

EXECUTIVE COMMITTEE

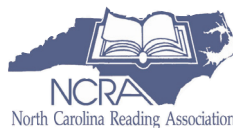
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Newsletter Editor

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Newsletter articles due Jan. 15



Upcoming Events

2011 NC Reading Conference
Raleigh Convention Center
.....March 13 - 15, 2011

2011 Young Authors Celebration
Raleigh, NC.....March 12, 2011

2011 NCRA Leadership Conference
Boone, NC.....June 21-23, 2011

2012 NC Reading Conference
Raleigh Convention Center
.....March 18 - 20, 2012

2013 NC Reading/SE Regional Conference
Raleigh Convention Center
..... March 10 - 12, 2013

Visit ncreading.org for up-to-date
information.
**2011 Conference & Hotel
Registration forms coming to the
website soon!**