



Program: Publix's Reading for Touchdowns
Newspaper: Sun Sentinel
Brand Category: 2009 Young Reader Competition

Project Director/Contact: Debbie Rahamim

Title: Educational Services Manager

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Frequency: daily with 183,000 circulation

Address: 200 E Las Olas Blvd Fort Lauderdale, FL 33301

Project: A five-week, football-themed literacy program that encourages students to read at home and school and earn prizes for "reading touchdowns." Participants included 4th, 5th, 6th grade students (age 9-12), their parents and teachers.



Program Description: What we did and why

- The Sun Sentinel News In Education Department (NIE) took on the mission of increasing literacy amongst 4th, 5th, and 6th grade students in South Florida schools. At the same time, increasing our newspaper brand and circulation was a goal.
- We especially wanted to interest boys to participate in the program, because traditionally they read less than girls.
- Currently, in Florida schools, funding has decreased, so providing free material, a contest, and prizes is always welcomed!
- Buy-in from the teachers and parents was essential to the program's success. We included a parental component and prizes for teachers.



Program Description: What we did and why

- NIE and Advertising collaborated to gain funding for the NIE program entitled, *Publix's Reading for Touchdowns*. The two departments secured funding for the program with Publix Super Markets as the presenting sponsor and GameWorks as the prize sponsor.
- 4th, 5th and 6th grade teachers were invited to register their classrooms in *Publix's Reading for Touchdowns*. This 5-week reading program encourages students to read at home and at work, and provides every student an incentive for completing the program.



Program Description: What we did and why

- Each student received a 16-page *Student Playbook* to record their time spent reading. Each minute translated into a “yard”, ultimately resulting in students earning “touchdowns” for reading. Playbook also included information on reading goals, book reports, sports maps and a reading log. Students were able to complete extra credit activities to earn additional yards.
- Included inside the *Student Playbook* was a parent section, *Coach’s Manual*, that was sent home to assist parents in encouraging their children to read at home and confirm reading minutes recorded. The *Coach’s Manual* explained the purpose of the program, the importance of reading, directions and a plan for success.
- Each teacher received an 11-page *General Manager’s Guide Book*, including information on teacher’s role and responsibilities, reading guidelines, tally sheets, and an end of program survey.



Program Description: What we did and why

- The goal for the program was to have 45,000 students participate. Goals were measured by the registration forms received, tally sheets confirming students' reading, and teacher surveys. The goals for the program were exceeded in all respects!
- 2,500 educators registered their classes for the program.
- 66,000 students were enrolled, and each of their parents signed-off on the reading.
- 2 events were also launched with close to 350 educators attending.
- At the events, educators were treated to pre-registration for the program, a dinner buffet, and an evening of fun and Games at GameWorks (arcade style venue).



Program Description: What we did and why

- Platforms: in-paper ads, online ads, direct mail flyers, email blasts of all flyers/registration forms and teacher guides to educators, tabs delivered to schools, teacher guides delivered and posted online, all materials posted on website at www.SunSentinel.com/nie.
- To view photos from the events, visit us on Facebook: <http://www.facebook.com/people/Sun-Sentinel-Nie/1499778998?sid=0>
- Other benefits: the program provided 100,000 copies of print and Digital Editions of the Sun Sentinel newspaper to classrooms. This contributed to NIE's 33% Digital Edition increase in circulation.
- Brand awareness from the many platforms used was invaluable. The ads, direct mail flyers, posting of materials on the NIE website all contributed to an increase in page views on our website.



Timeline

- Creation of all ads, flyers, tab and teacher guide.
- Direct mail, email blast, and post materials on NIE website.
- Run promo ads in paper and online.
- Host 2 Kickoff Parties at GameWorks.
- Registration for Program.
- Confirm all registrations via email.
- Deliver all materials to schools.
- Reading program for 5 week.
- Accept entries and surveys from educators.
- Select and notify all winners for the program.
- Plan and host 3 winners Cake Parties events.
- Distribute prizes including school banners, teacher gift cards, and Miami Dolphins football tickets.
- Mail and deliver GameWorks certificates to all students.
- Run congratulatory winners ad in paper.



JUST FOR FUN (AND EXTRA CREDIT!) GET THOSE TOUCHDOWNS!

Below you will find activities you can do to earn "extra" yards. Each activity you complete is worth 30 yards.

JUST FOR FUN (AND EXTRA CREDIT!)

Activity #1: Write a short story, poem, or song about your favorite sport. Using any materials you like (paint, cutouts, drawings, chalk, clay, even computer graphics) design an illustration to go with your writing. (30 yards)

Activity #2: Write a biographical essay about any person you admire. It can be someone famous, a family member, a friend, or someone you have read about. Include all the reasons you admire this person. Share your essay with your class. (30 yards)

Activity #3: Create your own comic strip using Plato the Publixaurus or your own original mascot as the main character. (Check out the top of this page if you want to see what Plato looks like) (30 yards)

Activity #4: Write a fan letter to your favorite football player or an athlete you admire. Tell why he or she is your favorite. (30 yards)

Activity #5: Write a short paragraph, poem, song, jingle or letter about your favorite Publix or GreenWise brand food product. Illustrate your writing with a drawing of yourself enjoying your favorite food item. (30 yards)

Activity #6: Pretend you have \$100.00 to spend on food items in your local Publix or Publix GreenWise Market. Look through the Publix ads in your Sun Sentinel to find prices or go to the store with an adult. Make a list of all the food items you can buy for up to \$100.00. Compare with your classmates to see who has the longest list. Stay within your budget! (30 yards)

Activity #7: Use the Sun Sentinel or go online to www.SunSentinel.com for stories about other sports besides football, baseball, or basketball. Choose one that interests you and research it. It can be anything from tennis to fishing, or other sports you may have seen in the 2008 Olympics. Give an oral report to your class about what you have found out about your sport. Illustrate with drawings or pictures if you like. (30 yards)

Activity #8: Create a short video about why you like to read and the Sun Sentinel at school or home. Include what your favorite sections are and why. NOTE: If you would like your video to possibly be posted on www.SunSentinel.com/nie email it to drahamim@SunSentinel.com or mail it to Sun Sentinel NIE, Attn: Debbie Rahamim, 333 SW 12th Ave, Deerfield Beach, FL 33442 (30 yards)



SPORTS MAP*

Each sports map you complete is worth 30 yards.

Book Title: _____

Author: _____

| | |
|--|--|
| <p>1st Quarter 1st important event</p> | <p>2nd Quarter 2nd important event</p> |
| <p>3rd Quarter 3rd important event</p> | <p>4th Quarter What was the book's conclusion?</p> |

*(For additional copies see your teacher.)

Author's Purpose? _____

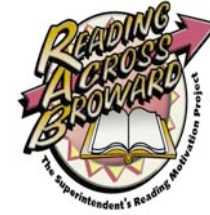
Main Idea(s): _____

MVP(s): _____

Coach (Parent) or General Manager (Teacher) Initials: _____

Publix®

GAMEWORKS®



Development: Financing and Partners

- Sun Sentinel NIE initiated the program and secured \$18,000 in funding from Publix.
- GameWorks also came on board as the prize sponsor.
- Publix also provided: Miami Dolphins football tickets, cake/drinks for cake parties, promo items for cake parties, mascot attended cake parties.
- GameWorks provided: hosting 2 events at their locations, food/drinks and promo items for events, certificates for each student valued at \$10 each. Their overall contribution is valued at \$100,000!
- Sun Sentinel provided: promo ads, direct mail flyers/mailing, design/print/delivery of all materials, banners, coordination and execution of entire program. Sun Sentinel editorial also reported on the program and the successful Teacher Kickoff Parties.
- The reading also counted towards another School District program called Reading Across Broward.



Marketing: How we promoted it

- Sun Sentinel NIE did a tremendous amount of marketing to promote *Publix's Reading for Touchdowns*.
- Efforts included: in-paper promo ads, promo ads for events, direct mail flyers both mailed and emailed to schools, promo ads running online, all materials and flyers posted at Sun Sentinel NIE website www.SunSentinel.com/nie, on-site registration at the 2 Teacher Kickoff Events, article in Sun Sentinel on the program and registration process, continuous email contact with registered participants, email blasts by school officials, posting of materials on school districts intranet sites, and promotions through NIE's teacher advisory board and ambassadors.
- All marketing collateral included the logo of the newspaper for branding purposes.

TEACHER FUN NIGHT AT GAMEWORKS!

Attention:
All 4th, 5th & 6th grade teachers,
principals, & assistant principals



You and a guest are invited to enjoy a nice dinner,
free game play, and drinks all complimentary of GameWorks!

Sun Sentinel News in Education, Publix Super Markets, and
GameWorks partnered to bring you **PUBLIX'S READING FOR TOUCHDOWNS!**

This program is designed to motivate your students to read, and provide them an opportunity to win great prizes! Please join us at GameWorks to learn more about the program, sign-up to participate, and have a great time. There is no cost to participate in the program.

Please select one of the following 2 events and RSVP by Sunday, September 14th:

Tuesday, September 16th
at GameWorks
4:30pm-6:30pm
in the Oasis at Sawgrass Mills Mall
2608 Sawgrass Mills Circle
Fort Lauderdale, FL 33323

Guests must RSVP to Pamela Tulloch at
ptulloch@gameworks.com
or 954.845.8740 ext. 223

Wednesday, September 17th
at GameWorks
4:30pm-6:30pm
in the Shops at Sunset Place
5701 Sunset Drive
Miami, FL 33143

Guests must RSVP to Adrian Abbott at
aabbott@gameworks.com
or 786.268.1646

**Please pass the word to your fellow educators,
but make sure they call or e-mail to RSVP.**

If you can not attend either Fun Night, but would like to sign-up your school or class to
participate in Publix's Reading for Touchdowns, visit www.SunSentinel.com/nie
or email Drahamin@SunSentinel.com

The program dates are October 6th - November 7th. Sign-up by Friday, September 19th.

GAMEWORKS

nie
News in Education
SunSentinel
www.SunSentinel.com/nie

Publix.

PUBLIX'S READING FOR TOUCHDOWNS FALL 2008

Sponsored by Publix Super Markets in partnership with the Sun Sentinel NIE Department and GameWorks

Who? All 4th, 5th & 6th grade students, teachers, and parents
What? A chance to attend a Miami Dolphins home game and win prizes
from Publix and GameWorks for time reading, at home and at school
When? October 6th-November 7th
Where? Every elementary and middle school in the tri-county area
Cost? No charge

In a few days, you will receive a letter outlining this great opportunity. The Sun Sentinel
NIE Department will send you the information and registration forms that you will need to
get your students reading. Or, view and print all documents at www.SunSentinel.com/nie

Put us in your plan book today!

Presented by:

Publix.

GAMEWORKS

nie
News in Education
SunSentinel
www.SunSentinel.com/nie

Promotional flyers for the Program and Events. These were mailed, emailed,
posted on websites and on school districts intranet sites

TEACHER FUN NIGHT AT GAMEWORKS!

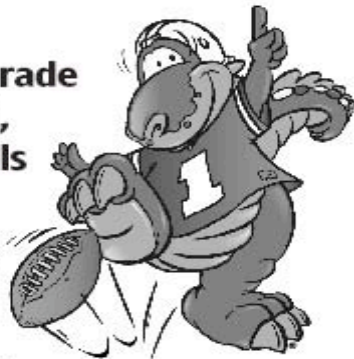
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Please pass the word to your fellow educators,
but make sure they call or e-mail to RSVP.

For information and to register for Publix's Reading for Touchdowns
visit www.SunSentinel.com/nie



COMING SOON!

PUBLIX'S READING FOR TOUCHDOWNS

FALL 2008



Sponsored by Publix Super Markets in partnership with the Sun Sentinel NIE Department

| | |
|---------------|---|
| Who? | All 4th, 5th & 6th grade students, teachers and parents |
| What? | A chance to attend a Miami Dolphins home game and win prizes for time spent reading |
| When? | October 6th-November 7th |
| Where? | Every elementary and middle school in the tri-county area |
| Cost? | No charge |

LOOK FOR MORE INFORMATION
COMING TO YOUR SCHOOL!
or visit www.SunSentinel.com/nie

Publix. GAMEWORKS

nie
News in Education
SunSentinel
www.SunSentinel.com/nie

Promotional ads that ran over 2 months in the Sun Sentinel



Evaluation & Results: How it went

- At end of program, teachers had a 2-week period to submit tally sheets and surveys. The tally sheets included the reading time at home and at school.
- NIE tallied the results and selected the winners.

Prizes were as follows:

- -Top 3 schools – a banner to hang in school lobby
- -Top 3 classes - a party in the classroom and those teachers received a \$100 GameWorks gift certificate
- -Top 3 students - attended a Miami Dolphins football game with their family and their picture as winners in the Sun Sentinel
- **GameWorks offered game cards to EVERY SINGLE student who completed the program!**



Evaluation & Results: Benefits

- *Publix's Reading for Touchdowns* was a tremendous success. This was demonstrated in the 2,500 teachers who signed up over 66,000 students!
- Benefits: students reading more with a new passion, parents increasing their participation in their child's schoolwork, teachers having a fun new way to encourage reading, teachers and students rewarded for their efforts, brand awareness for the Sun Sentinel and sponsors, revenue for the newspaper, increased circulation.
- From the surveys, we received many positive comments from teachers and students about their appreciation for the program and its positive outcome. Kids were reading more for fun, playing less video games, and excited about the incentives provided. Many of the students also completed extra credit activities which were reported on the tally sheets.
- The program was a success for the Sun Sentinel. It provided recognition and branding among subscribers, teachers, parents, students, other Sun Sentinel departments, and other NIE programs.



Evaluation & Results: adapted for other countries

- Publix's Reading for Touchdowns already extends throughout all of South Florida. It's a great way to increase branding and increase the use of the Sun Sentinel in classrooms.
- Sun Sentinel NIE is in discussions with Publix Super Markets to expand the program into a 5 state program for 2010! It can easily be replicated and expanded to any market with any newspaper.
- The program can also be adapted for other countries to include that country's popular sport whether it be soccer, rugby, swimming etc. The concept can stay the same, changing the "yards read" to "goals scored" and so on.



Evaluation & Results: Testimonials

- “My class was very enthusiastic about reading to earn lots of yards.”
- “The students were motivated to read because of the fact that the program was related to a popular sport and the prizes.”
- “Let them find what they like to read . . . and especially for boys, the football thing is a great motivation. The more they read the better readers they will become.”
- “The students began challenging each other to read longer.”
- “One mother was so pleased to see her daughter reading daily and enjoying it .”
- “I hope you offer it again next year!”



Photo from one of the winning classrooms' cake parties. Mascots are from Publix and GameWorks. Additional photos on Facebook <http://www.facebook.com/people/Sun-Sentinel-Nie/1499778998?sid=0>

**They tackled literacy better
than anyone in South Florida**



**Congratulations to this year's
Publix's Reading for Touchdowns
CHAMPIONS!**

Publix Super Markets® and the Sun-Sentinel News in Education staff proudly announce the results of Publix's Reading for Touchdowns program.

TRI-COUNTY STANDINGS

Top Readers:



BROWARD:
Ean Park



PALM BEACH:
Lauren Hagen



MIAMI-DADE:
Nahleen Ulyssé

Top Classes:

BROWARD: William Dandy Middle - Tania Perpignan, teacher
PALM BEACH: Belvedere Elementary - Erin Crosby, teacher
MIAMI-DADE: Gulfstream Elementary - Beverly Roy & Lisa Smith, teachers

Top Schools:

BROWARD: Fort Lauderdale Christian
PALM BEACH: Forest Park Elementary
MIAMI-DADE: Fulford Elementary

Join us next year for another exciting reading program!



**Winners Ad that ran in the
Sun Sentinel and a thank you letter.**

Dear Debbie,
I honestly
didn't think I
would win. But
I wouldn't
have gotten this
far without you.
Thanks for
giving me a
once in a lifetime
memory.

P.S.
Thanks
for the
book & Cranium
game!

Sincerely,
Isabel B.

