

Regular Meeting 07/12/01

TO: Juvenile Welfare Board Members

FROM: James E. Mills, Executive Director
Kathy Helmuth, Director of Communications

Newspapers In Education Update

At the 7/13/00 JWB meeting, the Board approved participation in the St. Petersburg Times NIE (Newspapers In Education) program as part of the JWB Strategic Plan Social Marketing Campaign. JWB sponsored the "Anne Frank: Lessons in Human Dignity" education supplement which was distributed to all Pinellas County middle school students (26,000) in early fall, 2000. The supplement included the Anne Frank story with appropriate activities for students to complete both at school and at home with parent/guardian involvement. It also provided JWB's *Take Time for Kids* message on the importance of young people being provided with assets needed to grow up healthy, caring and responsible, also resulting in their being sexually responsible, non-violent and substance free. A parent workshop, co-sponsored by JWB, St. Petersburg Times, and the Florida Holocaust Museum was held at the Museum on 10/25/00, with 40 participants. The NIE website included JWB's website as a link for the 2000-01 school year.

In addition to the above sponsorship activities, 30 copies of the St. Petersburg Times was provided to 200 middle school classrooms one day/week for the entire school year. We have received more than 650 thank you cards, posters, and letters from teachers and students, many with signatures of the entire class. Among the uses students and teachers mentioned were current events, language arts, media center, research, extra credit projects; and in the case of a special education class, motor skills development. A display in the lobby captures some of the more creative class and student responses.