



NEWSPAPERS IN EDUCATION PROGRAM SUMMARY

"The Philadelphia Inquirer's Newspapers in Education program puts newspapers in the hands of students and creates connections between education and the real world."

The Philadelphia Inquirer's *Newspapers in Education* program is a 12-16 page supplement created for students in the Greater Philadelphia Area to bring real-world information into the classroom. The program has featured many different topics and professions, and we want "Engineering" to be next. Since many students are not typically exposed to engineering in the classroom, we hope to give some insight into what we do and the diverse opportunities available in the engineering field.

We need your help in two ways to get this project underway and make it successful: content contributions and of course, money. We hope many societies will become involved to make the supplement interesting, informative and cost effective.

Content:

The Engineers' Club along with sponsoring societies will provide all of the content for the supplement, and the Inquirer will do all of the formatting, editing and designing. Each society will provide the Club with content pertaining to their subject or the Club can work with your society to help provide general content and feedback. The Club will compile everything and work with the Inquirer to create the finished product. The supplement may include information about your profession, interesting projects, scholarship or program opportunities, and any other ideas you may have. The Inquirer will connect the content to state educational standards, making it easier for the teachers to implement the material into their regular lesson plans. The amount of supplement space per society will depend on the number of societies involved and the amount of money each contributes.

Price:

We only need to pay for the distribution cost of \$0.25 per supplement. The editing, formatting and printing is all done by the Inquirer at no cost to us. The supplement will go out to at least 40,000 students and teachers in the Inquirer's 8-county area, so the total cost will be \$10,000. This will be divided among all participating societies, so the more interest we have the lower the cost will be for each. This price also includes a 6-time promotion of the supplement in the Philadelphia Inquirer circulated to the entire readership. Through this promotion, other schools or individuals can sign up to receive the supplement at no additional cost to us.

Next Steps:

Right now we need to determine the level of interest in this program. After receiving feedback, we will convene a task force meeting of interested parties to formalize the specifics of the program, the contribution levels, etc. The formal program will then be distributed to all societies for a commitment to participate.

Please contact Colette Montague, cmontague@urbanengineers.com, 215-922-8080 by November 1st to indicate that your society is interested. Remember, this is just an expression of interest at this time, not a commitment. We will request a commitment at a later date after the program has been more formally developed.