



@fterschool advisor – February 2, 2012

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Announcements from the Center

Rio Salado College Announces Afterschool Certificate Program

[Rio Salado College](#) is pleased to introduce a College Certificate program designed especially for Afterschool/School Age Professionals. The coursework in the School Age specialization of the 16 credit hour Academic Certificate in Child & Family Professional Development has been designed to meet the national education requirements of the Military School Age (MSA) credential and provide students with the Level I and II core knowledge identified in the National Afterschool Association in the Core Knowledge and Competencies for Afterschool and Youth Development Professionals.

Coursework for this Certificate can be completed online, and with Rio's 48 start dates, you can start at any time. Rio is also working to form education cohorts to complete this certificate program through an in-person course delivery modality. An educational cohort is designed to allow a group of students to work together toward their academic objective. This group starts and ends their program together. For students who live or work a distance from the college, cohort programs are often established at off-campus locations. This enables busy, working adults to further their education in spite of other demands on their time. Experience has shown that students, who participate in a cohort group, often succeed where individual students do not.

Limited scholarship funding is available to support completion of this college certificate.

To learn more about how you can enroll in this program, become a member of a cohort or establish at cohort at your location contact us by phone at 480.517.8120 or by email at early.childhood@riosalado.edu.

Arizona Afterschool Survey Results Are In!

We are proud to announce the release of the Arizona Afterschool Survey Report, '*Young Minds Keep Learning Even After the School Day Ends*'.

Conducted and compiled by the [Arizona Center for Afterschool Excellence](#), [Valley of the Sun United](#)

[Way](#) and [United Way of Tucson and Southern Arizona](#) in partnership with [ASU's Morrison Institute on Public Policy](#), the Report highlights results of a 2011 survey of 681 afterschool and out-of school time program sites in Maricopa and Pima counties.

Contact 602.496.3307 or mmcclintock@azafterschool.org if you or your organization would like a presentation or explanation of the key findings and what they mean for Arizona's youth.

We look forward to working with you to build a meaningful afterschool youth development system for all Arizona's youth!

[Download the Full Report here>>](#)

[Download a Summary of the Report here>>](#)

Register Today!
Behavior Management
Techniques for Afterschool

Dr. Gale Gorke, founder of Kids Kan, Inc., is coming back to Arizona for another engaging training series! Dr. Gorke, the Keynote Speaker at the 2011 Arizona Statewide Afterschool Conference, has facilitated numerous inspiring trainings with AzCASE.

(All workshops are from 9 AM - Noon)

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Wednesday, February 22 in West Phoenix

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[Registration details here>>](#)

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Questions?

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Afterschool in the News

Study says Arizona's after-school programs need to reach out more to at-risk kids

Maricopa and Pima counties' after-school programs need to create a buzz about what's available, take better advantage of federally funded meal programs that could provide breakfast, snacks or even dinner to participants, and reach out more to at-risk students. Those are some of the recommendations made following the findings of the first comprehensive survey of out-of-school programs in those counties. The Arizona Center for Afterschool Excellence for years has wanted to get a handle on where options are for children, what types of programs are available, and what collaboration is going on between after-school program operators and educators, said Melanie McClintock, executive director of the center. The group - along with the Valley of the Sun United Way - sought out the Morrison Institute to conduct research.

[Read more from the East Valley Tribune>>](#)

Bill to Let Schools Opt Out of Lunch Program Advances

A Senate panel has agreed to let schools opt out of the federal program to offer free and reduced-price lunches for needy students. Sen. Rich Crandall, R-Mesa, said the state should not impose these mandates on public schools. He said the decision whether to participate in the National School Lunch Program - and deal with the various restrictions - is best left to local school officials. Some districts, particularly those with only a small percentage of eligible children, may decide to continue to offer the free or discounted meals, but on their own terms, and with local taxpayers picking up the tab, Crandall said. But he said that in some cases, schools may scrap the program entirely, meaning that children who want the service will have to transfer to other schools that still offer it.

[Read More from the Arizona Daily Star>>](#)

Arizona Schools Finish Near Bottom in National Report Card on Education

Arizona schools were ranked in the bottom 10 states in a national report Thursday that gave the state a below-average grade in student achievement, teacher requirements and state spending, among other areas. Arizona finished 44th in the annual report that measures state education policies and programs - a slight drop from its standing in last year's report.

[Read more from AzCapitol Times>>](#)

Afterschool Programs in Peril

In communities from coast to coast, afterschool programs are making a huge difference, keeping children safe, inspiring them to learn, and helping their working parents. Understanding that schools alone won't address all of our children's needs, afterschool programs complement and supplement the school day, often coordinating closely with teachers and principals to help students succeed. Support for quality afterschool programs is needed more than ever, yet the Department of Education is embracing policies that could devastate afterschool funding and the partnerships that make them so strong.

[Read more from the Huffington Post>>](#)

Kids' Snacks Can Be Healthy

It's well-documented that healthy foods such as fresh fruits and vegetables tend to cost more than "junk" foods such as chips and cookies, a phenomenon that's often cited as a contributing factor to the U.S. obesity epidemic. But a new study conducted in YMCAs found that healthy snacks aren't always more expensive, and in some cases are even more economical. However, some YMCAs found ways of mixing and matching combinations that both met the healthy eating standards and kept costs at or even below what it would cost to serve a less healthy alternative.

[Read more from U.S. News>>](#)

Paradise Valley's Afterschool Program Aims to Help Gifted Students

The Paradise Valley Unified School District launched a unique after-school program this month to meet the needs of gifted students in and outside district boundaries. The free program, called Digital Learning Experience, combines the district's newest technology with face-to-face meetings with teachers to produce individualized digital projects. Based at Sunrise Middle School in northeast Phoenix, the program meets twice a week after school and on Saturday mornings. It also will be offered the first two weeks in June. Fourth- through sixth-grade students from other districts and from charter and private schools also may apply, said Dina Brulles, the district's director of gifted education.

[Read more from azcentral.com>>](#)

Job Opportunities

**HAVE AN AFTERSCHOOL JOB OPENING
TO POST IN OUR NEWSLETTER?**

[Post it here>>](#)

Madison Elementary School District

MAC Site Coordinator

[Read more>>](#)

Madison Elementary School District

Assistant Site Coordinator

[Read more>>](#)

Easter Seals Blake Foundation

Child Care Support Specialist

[Read more>>](#)

Braintree Kids

School Age Teacher

[Read more>>](#)

Phoenix Day

Youth Activities Facilitator

[Read more>>](#)

[View the full list of available positions and descriptions on our website>>](#)

Funding Opportunities

***New opportunities in red**

New York Road Runners Events to Run Grants

Deadline: February 13, 2011

New York Road Runners, a not-for-profit organization that promotes the sport of distance running, has developed a free online resource - Events to Run - to help youth coaches organize running events for children. To celebrate the introduction of this resource, the organization is giving away \$20,000 in grants - 40 grants of \$500 each - to support youth running and fitness events. For a complete list of grant application requirements, go to www.nyrr.org/ycr/events/grant12.asp. To access the online grant application, go to www.surveymonkey.com/s/eventstorun.

The Collective Brands Foundation Grants

Deadline: February 13, 2011

The Collective Brands Foundation invests financially in nonprofit organizations that fit within one of the Foundation's focus areas. Areas of focus include children's physical activity and fitness.

[More information>>](#)

It's All About Fruits and Veggies

Deadline: February 15, 2012

Jamba Juice is sponsoring the It's All About the Fruit and Veggies grant program to provide programs with \$500 in gardening supplies, curriculum, soil amendments and plants to help create engaging nutrition and gardening experiences. Observing and exploring fruit and vegetable production gives a deeper understanding and appreciation for these essential foods in our diet. Recipients will be selected based on plans to promote nutrition education, ideas for incorporating fruit and vegetable activities into the curriculum, and ability to sustain the program over multiple years.

[More information>>](#)

Muzak Heart & Soul Foundation: 2012 Music Matters Grants

Deadline: February 17, 2012

Music Matters Grants for 2012 will focus on financial need in school and non-profit music programs throughout the United States. Grant amounts for this cycle are up to \$6,000 each and are made on an annual one-time basis. Music education - vocal or instrumental - must be the key component of any music program requesting funds.

[More information>>](#)

Innovations in Reading Prize

Deadline: February 21, 2012

The National Book Foundation is awarding \$2,500 to individuals, organizations, and schools that have developed innovative ways of sustaining a lifelong love of reading.

[More information>>](#)

Mantis Awards for Community and Youth Gardens

Deadline: March 1, 2012

Mantis supports charitable and educational garden projects that enhance the quality of life of youth. Twenty-five programs will receive a Mantis Tiller/Cultivator grant.

[More information>>](#)

Opal Apple Grants

Deadline: March 5, 2012

Joining forces Opal Apple and Katie's Krops are thrilled to be able to offer grants to kids ages 9-16 to start vegetable gardens where the bounty is donated to individuals in need. Grant winners will receive materials to start a vegetable garden & will be awarded a gift card to a garden center in their area (up to \$400), support from Katie's Krops, and a digital camera to document the garden and the harvest. Applications for all types of vegetable gardens, such as a container garden if you live in a city, or a vegetable garden located in your neighborhood or at your school, will be considered. **Groups of kids such as classes or youth groups may apply but the applicants must fall into the age requirements.** All applications must be filled out completely and signed by a parent or legal guardian. For questions contact Katie Stagliano Katie@KatiesKrops.com; 843.327.3366.

[More information>>](#)

AZ Commission on the Arts

FY2013 Grant Guides Now Available

Deadline: March 15, 2012

If you are currently a recipient of grant funding from the Arizona Commission on the Arts, or are interested in applying for the first time, please visit www.azarts.gov/grants to find information about grant categories, eligibility and application requirements. Guidelines are now available for applying to the 2012-2013, fiscal year 2013 cycle of grants for organizations and schools. Applicants are strongly encouraged to begin preparing application narratives and materials now, using the [Guide to Grants](#) documents. The Electronic Grants Online Resource or EGOR - the online system used by applicants for grant application submission - will open in late January 2012.

[More information>>](#)

Siemens We Can Change the World Challenge

Deadline: March 15, 2012

Siemens Foundation, Discovery Education, National Science Teachers Association, and College Board have partnered to provide funding to programs that encourage students to solve environmental problems through project-based learning. Eligible programs serve children in grades K-12.

[More information>>](#)

Ashoka Changemakers: Activating Empathy

Deadline: March 30, 2012

Activating Empathy is a global collaborative competition to find the best ideas, programs, and learning-models from around the world that: encourage social and emotional development, unlock new ways of viewing problems, open the door to a new world of potential solutions, address bullying or aggression in ways that advance understanding of others' perspectives, promote community diversity and a respect for differences, and champion children as real-world problem solvers rather than simply bystanders. More than \$70,000 in-cash and in-kind prizes are available through the competition. **Prepare to Enter or Nominate** an individual, organization, or partnership with a solution online starting now. **For more information, please see the [Guidelines and Criteria](#) and [Prizes page](#)**

Touching Lives Through Theatre™ Grants

Deadline: April 1, 2012

Pioneer Drama Service is proud to offer Touching Lives Through Theatre™ Grants available for the upcoming 2012-13 school year. Because we believe so strongly in the power of theatre to make a difference in a student's life, we are awarding a total of \$5000 of grants in the form of Pioneer Drama credit to qualifying middle and high schools.

[More information>>](#)

Tony Hawk Foundation Skatepark Grants

Deadline: July 2, 2012

The Tony Hawk Foundation provides grants of \$1,000 to \$25,000 to encourage and facilitate the design, development, construction, and operation of high-quality public skateparks serving at-risk youth in low-income areas across the United States. 501(c)(3) public charity or a state or local agency (including public school systems or public projects) are eligible.

[More information>>](#)

[Find more resources and funding opportunities on our website>>](#)

Awards, Contests & Fellowships

2012 Excellence in Summer Learning Award

Deadline: February 10, 2012

Applications are being accepted now for the National Summer Learning Association's 2012 Excellence in Summer Learning Award! The benefits for winners include national media exposure as well as a showcase at the National Summer Learning national conference.

[Learn more about the application process>>](#)

Kids' Science Challenge

Deadline: February 28, 2012

The Kids' Science Challenge is under way and open to 3rd to 6th graders. Sponsored by the National Science Foundation, kids are asked to propose an original question, problem or experiment. This year's categories for scientific exploration are Zero Waste, Animal Smarts and Meals on Mars. To learn more about each category, go to www.kidsciencechallenge.com. Winning students in each category will have the opportunity to meet and work with scientists, in addition to winning prizes. To submit an entry, go to www.kidsciencechallenge.com/reg/.

Food Engineering Essay Contest

Deadline: March 1, 2012

Have children and youth think about food in a different way by entering the EngineerGirl! Food Engineering Essay Contest. The contest is open to boys and girls and essays are accepted in three categories. For children in 3rd-5th grade, entrants submit an essay of no more than 500 words explaining how a food, such as apple sauce, peanut butter or spaghetti sauce, is produced and how engineers are a part of the process. For children in 6th-8th grade, the essay can be no more than 750 words and must meet the 3rd-5th grade requirements and also explain how a technology is important to the production and how it works. For 9th-12th graders, the essay can be no more than 1,500 words. Entrants in this category must meet the 6th-8th grade requirements and also include how an engineer contributed to the design of the technology and how engineers are improving the technology.

[More information>>](#)

National Geographic

Student Expeditions Scholarships

Deadline: March 1, 2012

This Scholarship Program provides financial support to high school students who are seeking educational summer experiences they otherwise could not afford. The program seeks to provide opportunities for students from diverse backgrounds and to enhance the group dynamic and learning opportunities for everyone involved. High school students with financial need from anywhere in the world who wish to take

part in summer travel and exploration programs are eligible.

[More Information>>](#)

TGen Helios Scholars Summer Internship Program

Deadline: March 12, 2012

Do you want to experience what it's really like to be a scientist? The Helios Scholars Program at TGen is a paid, eight-week summer internship in biomedical research open to Arizona high school, undergraduate, graduate, and medical school students. Interns work full-time on a research project under the mentorship of a TGen scientist to unravel the genetic components of diabetes, neurological disease, and cancer. Internships are available in all areas of translational bioscience: laboratory and clinical research, computational biology and bioinformatics, mathematics and statistics, and research administration.

[More information and application>>](#)

Doodle 4 Google

Deadline: March 23, 2012

"If I could travel in time, I'd visit..." Youth in grades K-12 are invited to enter Google's annual art contest. Five national finalists will be flown to New York for the awards ceremony and win a \$5,000 college scholarship. One winner will take the big prize -- \$30,000 for college, a \$50,000 technology grant for his or her school, and the winning art will be featured on Google's home page.

[More information>>](#)

Trainings & Conferences

Register Today!

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602.496.3308 or info@azafterschool.org

Engaging Adolescents Institute

February 17, 2012

Music Center of Los Angeles County

EARLY REGISTRATION DEADLINE: January 20, 2012

Presented by the National Guild for Community Arts Education, this full-day training seminar is designed to help community arts education providers increase teen participation in high-quality arts education programs by revealing what teens want, what they need, how to engage them, and how to sustain their involvement in the arts.

[More information>>](#)

Why Don't They Just Do As I Say?!

February 25, 2012 @ 8:00-10:00am

Flagstaff Federated Church, 400 W. Aspen Ave. Flagstaff, AZ

In this school-age workshop, we will discuss common behavior problems that childcare providers face every day. We will discuss the dos and don'ts of behavior guidance and learn positive ways to interact with children. We will look at ways to defuse an angry child and how to avoid a power struggle. This workshop will help you reduce the number of discipline problems you experience.

Register: 866-9TRAIN9 or projectmetoo@blake.easterseals.com

Separation Anxiety

February 25, 2012 @ 6:00-8:00pm

2nd Brown Next Generation, 6501 N. 27th Ave. Phoenix, AZ

Most children with separation anxiety disorder get better, although their symptoms may recur for many years, particularly when stressful events or situations occur.

Register: 602.997.2371

Multiple Intelligence: Valuing the Individual Learner

February 27, 2012 @ 6:30-8:30pm

Family of Christ Learning Center, 3501 E. Chandler Blvd.

Understand the practical implications of Gardner's 'Multiple Intelligences' model, teachers of young children will be able to present children with diverse opportunities and experiences to learn and thereby enhance the quality of child care.

Register: Ondina Olivero 602.633.8654 or www.swhd.org

Youth and Peace Conference

March 3, 2012 @9:30AM-4:30PM

Alta Vista High School

5040 S. Campbell Ave., Tucson, AZ 85706

Featuring a full day of workshops, performances, music, and artwork focused on ending bullying, building healthy relationships, and creating the beloved community.

Respectful Communication

March 15, 2012 @ 6:00-8:00pm

White Mountain Regional Medical Center, 118 S. White Mountain Ave. Springerville, AZ

To establish and maintain a good working relationship, parents, teachers, and children need to develop good communication with each other. This workshop will look at appropriate communication and conversation skills, and the elements of effective communication. Program administration, planning, development, or management.

Register: 866-9TRAIN9 or projectmetoo@blake.easterseals.com

Why Inclusion? Planning for Children with Special Needs

March 21, 2012 @ 7:00-9:00pm

Bright Futures, 19 E. Beech St., Cottonwood, AZ

Research shows that everyone can benefit when children with special needs are included in community programs. This session will discuss these benefits and what to consider when enrolling a child with special needs.

Register: 866-9TRAIN9 or projectmetoo@blake.easterseals.com

Everybody Wins- Conflict Resolution Strategies for School Age Programs

March 24, 2012 @ 8:00-10:00pm

Flagstaff Federated Church, 400 W. Aspen Ave. Flagstaff, AZ

Children mirror what adults around them do. This is one of the basic ways children learn what is okay and not okay. If we want children to handle conflicts constructively and nonviolently then we need to take a look at how we handle conflict. This workshop presents handling conflicts in a positive way. Come and start walking the talk. Child Growth and Development; child guidance and methods of discipline.

Register: 866-9TRAIN9 or projectmetoo@blake.easterseals.com

What's In My Back Pocket? Activities for School Age

March 24, 2012 @ 10:15am-12:15pm

Flagstaff Federated Church, 400 W. Aspen Ave. Flagstaff, AZ

Children need to have an understanding of the importance of waste and recycling. This workshop will provide participants with a clear understanding of the process and teach them ways to share this knowledge with school age children in their care. Activities will take into consideration all of the developmental domains with a fun/exciting recycling approach. Child Growth and Development; developmentally appropriate activities.

Register: 866-9TRAIN9 or projectmetoo@blake.easterseals.com

Boost Conference

April 25-28, 2012, Palm Springs, CA

The BOOST Conference, presented by Boost Collaborative, is one of the nation's largest, most recognized and comprehensive conferences for afterschool and out-of-school time professionals. Set in a retreat-like atmosphere, this extraordinary event will rejuvenate your passion and boost your direction for quality programming. Register today for an invigorating blend of:

- * Keynote presentations by Milton Chen & Sir Ken Robinson
- * Networking and teambuilding opportunities
- * Exceptional workshop presenters to learn and grow with and the latest trends and research in out-of-school time programming
- * In depth learning sessions through our 1-day Pre-Conference Academy
- * Opportunities for targeted conversations and learning through Inspiration Stations
- * Legacy Summit sessions to support working with older youth
- * Connections with over 125 Exhibitors sharing the newest resources, products and services to enhance your programs
- * Options to earn college credits and CEU's
- * All-inclusive opportunities to experience guest speakers, authors, special events, and entertainment that will inspire you to create change
- * Healthy meals and plenty of sunshine in beautiful Palm Springs, California

[Details and Registration here>>](#)

NIOST Summer Seminars 2012

July 23-27, 2012, Boston, MA

The National Institute for Out-of-School Time - NIOST -- (www.niost.org) has an exciting lineup for the 2012 Summer Seminars! Energize your leadership skills and network with other youth-serving

professionals in the OST industry! Find the training seminar that is right for you... [APAS \(Afterschool Program Assessment System\)](#) for those interested in program self-assessment, [OST Systems-Building in a New Age of Education Reform](#) for those involved in city or regional collaboration, [Using Data for Program Improvement and Reaching Positive Outcomes](#) for those already performing program self-assessments, [HOST - Promoting Healthy Active Out-of-School Time](#) to introduce the new national standards into your program, or Delve deeper into your leadership skills in our new [Session 3 - The Courage to Lead: A Retreat for Personal Renewal](#), a one-day retreat at the beautiful Wellesley College campus.

[More information here>>](#)

Community Events

FREE Youth Fitness Camp

February 4th, 12:00-1:00pm @ Tempe Beach Park

The Tempe Firefighters are having a FREE Youth Fitness Camp to fight Childhood. All kids ages 6-14 are invited! All children will receive a FREE drawstring backpack and have an opportunity to take pictures in a Tempe fire truck. Teachers and afterschool providers are encouraged to attend and talk with coaches

about how to implement these exercises in their classroom or program.



Treasures 4 Teachers to Open Marana Location

Treasures 4 Teachers is looking for clean, safe and interesting donations for their new Marana location --- T4T collects materials that will support local teachers/youth development/afterschool providers and students while at the same time preserving the environment. Additionally, volunteers are needed to help prepare for the grand opening. [CLICK HERE](#) for a list of donation items. For more information about donations or to volunteer, please contact [Sandi Jordan](#), 520.490.0715.

[More information about Treasures for Teachers here>>](#)

Arizona SciTech Festival

January - March 2012

The Arizona SciTech Festival showcases Arizona as a national leader in science, technology and innovation through a series of events taking place in January - March 2012. Spearheaded by the [Arizona Technology Council Foundation](#) in partnership with [Arizona State University](#) and [Arizona Science Center](#), the Arizona SciTech Festival is a grassroots collaboration of over 200 organizations in industry, academia, arts, community and K-12, geared to excite and inform Arizonans ages three to 103 about how science, technology and innovation will drive our state for the next 100 years. Take a look at more than 200 statewide events featuring hands-on activities and workshops, conversations and debates, exhibitions, concerts, guided walks and tours in the areas of science, technology and innovation online at: www.azscitechfest.org.

Resources, Research & Reports

New Inventory of Federal STEM Education Investments as a Roadmap of Resource Gaps and Opportunities

The Office of Science of Technology Policy (OSTP) recently published an [inventory of all federal spending on STEM education by agency](#). This report was commissioned by the America COMPETES

Act to help reduce redundancies and better invest federal dollars in STEM education. The inventory was created by surveying federal agencies in 2010 about their investments in STEM education ranging from funding undergraduate students to informal community education initiatives. The report outlined funding as a percentage of agency budget as well as each agency's contribution to the federal STEM education spending total.

[Read more from the Afterschool Alliance>>](#)

[Download the Full Report here>>](#)

Principles of Effective Expanded Learning Program: A Vision Built on the Afterschool Approach

Struggling with defining expanded learning? A new publication released this week by the Afterschool Alliance provides some insight into what is meant by effective expanded learning, as well as a slew of resources to help navigate policy discussions in this area. [Principles of Effective Learning Programs: A Vision Built on the Afterschool Approach](#) is a succinct description of the principles for how afterschool, summer and expanded learning time programs can provide the engaged learning that students need to succeed. The publication includes program examples and describes eight key strategies used in expanded learning to support student success, from school/community partnerships to intentional programming. The principles are:

- School/community partnerships;
- Engaged learning;
- Family engagement;
- Intentional programming;
- Diverse well-prepared staff;
- Participation and access;
- Safety, health and wellness; and
- Ongoing assessment and improvement.

Engaging Adolescents: Building Youth Participation in the Arts

The result of the [National Guild for Community Arts Education](#)'s research on effective practices, outlines a holistic approach that integrates arts learning with principles of youth development. It is designed to help staff and faculty develop new programs and services for teens or to rethink and strengthen programs they already offer. Profiles of organizations in varying stages of implementing this approach illustrate the concepts this guide describes.

[Download the Full Report here>>](#)

Featured Activity!

Create Your Own Ad

This lesson introduces students to the elements of advertising. How do you distinguish between a print ad and a photograph accompanying a magazine article? How do advertisers make sure that you glance at their ad? How is an ad created?

Objective

- Analyze the format and structure of advertisements
- Develop awareness of advertising techniques
- Understand that media messages and products are composed of a series of separate elements

Grades: 3-8

Materials

- Magazine and newspaper ads
- Magazine and newspaper articles
- Art supplies (markers, glue, paper)

Procedure

Define the concept of advertising for youth. Advertising tells people about a product or service and it usually focuses on the good parts of it in an effort to get people to buy it.

The "Z" Form: select any of the ads to demonstrate how eyes track over an ad. According to one theory, if you learned to read left-to-right (English, Spanish, French, etc.), your eyes will scan over the page from left-to-right in a "Z" form unless a design element directs your attention elsewhere.

Marketing firms use this theory to place ad elements where they will catch your eyes. There will be an element to lead your eyes in, something catchy in the middle, and the logo or message will frequently appear in the lower-middle area to the right.

Light Works: Human eyes tend to look towards a lighter color. Where are the lighter colors? Or is light color used to draw the eye to the product?

Turn the ad upside down. Where do your eyes go within the advertisement? Can you still notice the "Z" form? The same techniques are used to place elements in newspaper or magazine stories and other non-ad print applications. Right-side placement is considered superior and right-page advertising frequently costs more than left-page advertising. In an article, the more compelling photos tend to appear on the right pages. Pass out ads and/or articles and ask youth to find how the "Z" form is utilized. Note: the "Z" form appears over two-page spreads for many articles.

Ad or Article? Pass out a variety of print materials to youth. Include advertisements in which the words have been covered, as well as photographs from magazine articles. Discuss the images using the following questions as guidelines:

- Is this image an ad (i.e., selling something) or a photograph?
- What appeals or does not appeal to you in these images?
- What are the differences between ads and articles? What is information and what is selling? Is it hard to tell the difference?

Create an Ad Campaign: Ask youth to create an ad campaign for your program that encourages youth activities rather than shopping. For example, design ads that encourage kids to participate in sports or volunteer in the community. Have youth develop a theme, logo and consider a slogan or tagline

Source: PBS Teachers <http://www.pbs.org/teachers/connect/resources/1428/preview/>



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