

WAN-IFRA, THE 2014 WORLD YOUNG READER PRIZE SUBMISSION

NEWS IN EDUCATION CATEGORY

THE STRAITS TIMES

STep: My Year In The News

The Straits Times' Guide to
Storymaking



CATEGORY OF ENTRY

News in Education

NAME OF PROJECT

STep: My year in the news 2014

TARGET SEGMENT

Children 9 to 12 years old

DURATION

December 2013 to end 2014

PROJECT DESCRIPTION

A story-making scrapbook loaded with activities from the news to promote literacy and values learning, while encouraging family bonding. The project aims to get children to connect their lives to the news and current events by recording it in a lively and colourful way.

SPONSORING NEWSPAPER

The Straits Times
Singapore Press Holdings Ltd
1000 Toa Payoh North,
Level 2, News Centre
Singapore 318994
SINGAPORE

CIRCULATION & FREQUENCY

Daily broadsheet
Average Circulation: 354,000 daily

PROJECT DIRECTOR

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BACKGROUND

After the enthusiastic reception of 48 Values from the News: The Straits Times Guide Building Character, demand for a similar product for elementary-level learners emerged.

To address the need, The Straits Times launched a story-making book designed to emphasise play time and creative learning in schools and at home.

Encouraging elementary-aged young readers to engage with current affairs and English language learning, the broadsheet revisited an age-old crafting idea for this: a lively, tactile resource that would address young readers' needs for learning English, critical thinking and character development.



Its activities, pegged to the news, were developed to improve the reader's grasp of the English language, and encourage exploration, values learning and the development of life skills. Used at home, it would encourage bonding among families, as they journey through a year of current affairs.

BACKGROUND

STORYTELLING is at the heart of any mature culture and the transmission of values. Indeed, the news itself has been classified as “literature in a hurry”.

While tablets and mobile apps have become the rage in classrooms, there is also a growing need among teachers and parents for a resource that is both tactile, customisable and creative.

Identifying the process of collecting, composing and contextualising experiences through scrapbooking as a fundamental building block for the skill of storytelling, The Straits Times young reader programme launched SStep: My Year In The News, was designed to be a “living book” that could grow with users.



With stickers and accessories provided, as well as instructions on how to “personalise the news”, the process provokes thought and discussion, while being a whole lot of fun.

DESCRIPTION OF PROGRAMME

STep: My year in the news 2014, is a scrapbook folder with lesson activities pegged to the news, designed to get children reading, thinking and crafting with The Straits Times all year.

OBJECTIVES

- The Straits Times aimed to extend the reach of its NIE efforts beyond schools to families by connecting them with its community and enrichment partners.
- It wanted to engage elementary-school level young readers through the news, by getting them to develop and record their own stories alongside the news. Its aim is to nurture strong values and an early understanding of citizenship and character development through the creative use of the news to teach.
- To establish an on-going dialogue with families and home subscribers, in addition to schools, through regular lesson mailed to users throughout the year.

AUDIENCES

- Young readers in elementary schools
- Young parents with young children / extended families

LEARNING OBJECTIVES

- 1. To build confidence in children and improves their self-image through discovery.**
- 2. To inspire self-learning, discovery and curiosity, improve vocabulary and linguistic skills, encourage kinesthetic learning.**
- 3. To use the news to encourage story making and the process of creativity.**
- 4. To encourage a sense of accomplishment through the completion of regular learning tasks.**
- 5. To establish a global context for a child as he develops his identity, in relation to the world, which leads to a sense of connectedness to his community.**
- 6. Using photographs and news stories to initiate discussions about various issues and current affairs.**
- 7. Restore the agenda-setting function of the news through activities designed to encourage quality family time.**
- 8. Encouraging self-expression and reflection through the documentation of their responses to their experiences and adventures.**
- 9. Encouraging critical thinking through the process of journaling.**
- 10. To establish a record of young readers' reflections, their unique perspectives and memories of family events.**

PROGRAMME TIMELINE

OCTOBER - DECEMBER 2013

The Straits Times Schools team created unique content, templates and lesson activities, as well as a suite of stickers and punch-out cards for the scrapbook. Content would be classified under different tabs.

JANUARY - FEBRUARY 2014

STep: My Year In The News 2014 went into production. It was available to all schools and home subscribers of The Straits Times for pre-orders.

MARCH 2014

STep: My year in the news 2014, was launched with an exclusive parent-child workshop to demonstrate how the publication can be used at home. The event partners were experts from leading craft retailer PaperMarket, who taught scrapbooking to 30 parent-child participants. This workshop led to demand among parents for more.

JUNE 2014

Launch of Young Storymaker's Camp: A two-day non-residential camp for 60 participants in June 2014. Children explored Singapore's heritage and interest sites, then created stories at a craft sessions with their parents.

ONGOING

Digital Updates: Free monthly digital add-ons for all subscribers.

KEY PARTNERS

PARENTS

- The folder's content has gone beyond its initial audience, and is now available at bookshops nationwide.
- The scrapbook has been popular especially among parents keen for ways to connect with their children using a readily available resource.

SCHOOLS

- The product has lead to subscriptions to its parent print edition, plus bulk buys of the scrapbook to be included into the syllabus for young readers among teachers.
- Schools have signed up to buy the product for entire levels of pupils, while parent support groups are asking for customised workshops.

PARTNERS & SPONSORS

- VENUES FOR LEARNING JOURNEYS:** ArtScience Museum, National Museum of Singapore, Maritime Port Authority, Singapore Flyer. **ENRICHMENT PARTNERS:** The Science League, as well as PaperMarket, which provided crafting expertise to run workshops
- CONTENT SPONSOR:** The Ministry of Health came aboard as a partner for content to educate young children on the values and dignity associated with the vocation of nursing.

Families bond over ST scrapbook

Parent-child pairs cut and paste their way to greater awareness of current affairs

Ang Yiyang

It was family bonding over scrapbooking yesterday for property manager Chris Koh, 39, his wife Haidah Selamat, 36, and their two daughters Layah and Leila, aged seven and six respectively.

"We wanted to spend more time with the family. It's the first day of

school holidays," said Mr Koh. They were among some 30 parent-child pairs who cut and pasted their way to greater awareness of current affairs with The Straits Times' latest educational resource for young learners called Step: My Year In The News 2014.

Valued at more than \$130, the scrapbook session, held at the Singapore Press Holdings (SPH) News Centre in Toa Payoh, was open to pre-registered parent-child teams at \$20 a pair. Participants learnt how to include the news in their scrapbooks, while experts from leading craft retailer PaperMarket taught a 90-minute

personalised pages. Participants also received a kit filled with stickers, embellishments and paper, as well as the scrapbook.

The Step binder - for children aged nine and above - contains 40 brightly coloured pages of English- and values-learning activities pegged to the broadsheet's articles and pictures. Buyers also get e-mail throughout the year with digital freebies and educational activities.

It is a first from the team behind the paper's award-winning young reader magazines, IN and Little Red Dot. Ms Serene Goh, editor of the two publications, told participants:



Mr Iereme Wona, 38, and his daughter Wona Xin Hui, a Primary 2 pupil of

and create your own living book... It is a project you can have and hold, even as the children grow up to rule the world."

PaperMarket director Elaine Ong, 40, said families "get involved and bond" over craftwork. "The Step scrapbook serves as an outlet for creative self-expression and learning. Best of all, it would never ever feel like homework."

Referring to the word bank cards which help pupils build their vocabulary, Dianne Sim, 12, from Nan Chiau Primary School, said: "They're cute and innovative."

For Zayan Karimi, nine, from Tanjong Katong Primary School, the visuals and embellishments were the main draw. He said: "There are so many pictures and stickers, stickers and stickers."

The scrapbook is available directly from SPH at \$49.90. Straits Times subscribers pay a discounted price of \$39.90, and Little Red Dot subscribers pay \$29.90. Those interested may e-mail davain@sph.com.sg or ccarmen@sph.com.sg.

Parent-child teams were taught scrapbooking techniques during the launch event.

TUESDAY, JUNE 24, 2014 THE STRAITS TIMES



Primary school pupils are awed by the giants who once walked the earth during a visit to the ArtScience Museum's current exhibition as part of the first The Straits Times Young Storymakers' Camp. ST PHOTOS: LIM SIN THAI

60 participants went on a two-day non-residential holiday camp learning and scrapbooking the adventure.

Two days of fun

Here's what the pupils did for the scrapbooking event during the June break

Young Storymakers' Camp



Day 1 (June 23)

8.30am: The young explorers started their day by going on a walk along the Maritime Heritage Trail. Accompanied by two knowledgeable guides, they learnt about Singapore's rich seafaring past by visiting historic locations.

These included the Raffles Landing Site, where Sir Stamford Raffles, the founder of modern Singapore, landed on his first visit, and the Wallaceford House, where historic activities, such as the registration of vessels and their cargo, took place.

At Fort Canning Park, they learnt the use of signal flags at Maritime Corner (above), got to see real marine life, enjoy spotting the colorful Singapore, as well as see what a historic lighthouse still stands.

Noon: Lunch at the Singapore Flyer.



2pm: The group visited the Dinosaur: Down To Earth exhibition (above) at the ArtScience Museum, where they travelled through 100 million years of animal history and learnt about the Prehistoric, Triassic, Jurassic and Cretaceous prehistoric periods.

3pm: Back at SPH Media Centre, trainers from craft retailer PaperMarket taught the kids how to use the photographs they took throughout the day to make contextual collages for their scrapbook.

They also learnt how to make mini pinwheels - a rilly embellishment for any scrapbook page.

Day 2 (June 24)

8.30am: The day began with a visit to the National Museum, where participants got an up-close look at artefacts such as the Singapore Stone and a sneak peek at how artefacts for an exhibition are packed before being put on display.

10am: Lunch at the SPH Media Centre.

1pm: The group then learnt how to take chocolate impressions from

embellishment cards. The Science League. They also made their own butter and learnt the reason why vinegar reacts with baking soda, but not water, in a Cooking Chemistry session (left).

3.00pm: In this second scrapbooking session, the pupils went one step further, writing their thoughts about the camp and listing some of their favourite food on journal cards. They also decorated these cards with drawings and made their own punch-out embellishments.



PHOTO: LIM SIN THAI FOR THE STRAITS TIMES. ST PHOTOS: LIM SIN THAI



Got the scrapbook? Here's how to use it

1. In this quick how-to guide, learn to put together a scrapbook page combining all the photos from your holidays and a learning opportunity. This activity uses the Step guide (single page details in the box on the right) if you are a school subscriber.
2. Divide on an event from your holidays. This could be a trip overseas, a day out to a tourist attraction or a trip to a place of interest such as the beach or a park.
3. Use the template on page 24 of the English lab.
4. Make a photocopy of it onto coloured paper if you like.
5. Under "Today's discovery", reflect and write the things you learnt from the event. It could be a piece of trivia, a new word or even something about yourself.
6. Under the heading "I cannot believe that!" (see above), write a line or two about something you learnt that toggled the mind.
7. Under "How I feel right now", write down one emotion you felt during the event. You can colour paper if you like.
8. Use the photos in the scrapbook page to jazz up your page. Then punch holes and add your page to your binder.
9. Not one or two is a great way of remembering your holiday, you are also practising your vocabulary and writing skills.

Buying details for schools

Schools who subscribe to Little Red Dot can also get the scrapbooks for their pupils at a special rate of \$8 each, if they order at least 50 copies.

Delivery to the school will be free-of-charge.

As part of a tie-up with PaperMarket, schools can also sign up for workshops where pupils, together with their parents or teachers, can learn how to use news articles as learning resources while creating contextual collages for their own scrapbooks.

For more information, please contact Carl Tan at carltan@sph.com.sg (9734-1183) or Carmeen at ccarmen@sph.com.sg (9734-9255).

Young storymakers meet giants

NUR SYAHIDAH ZAINAL

Intrepid young explorers were awed to silence at the jaw-dropping sight of the 17.6m-long giant dinosaur skeleton at the ArtScience Museum's Dinosaur: Down To Earth exhibition, as part of the first The Straits Times Young Storymakers' Camp yesterday.

The seven- to 12-year-old pupils from Singapore Chinese Girls' School, said of visiting Fort Canning: "It was very hot but very fun. I found the information interesting... I love listening to stories."

The camp is part of an outreach programme for the ST Times' Young Storymakers' Camp, which was behind the trip, said: "Everyone has a story to tell. The Straits Times has been telling stories of Singapore for 9 years and we wanted to intro-

duce young readers to that experience." Said seven-year-old Nathan Lim from Anglo-Chinese School (Primary): "My favourite part was learning about the different prehistoric periods, especially the Triassic era."

He added: "I was very excited to go there because I like dinosaurs - they are extinct and cannot be found any more."

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PROGRAMME

The Straits Times Young Storymaker's Camp.



PROGRAMME

Easy, step-by-step guide to improve vocab through scrapbooking



Kids can benefit from reading The Straits Times, as it is a rich source of vocabulary words. Through poring over the paper, pupils pick up new words and learn to use them in their appropriate context. Use your copy of the newspaper to create a page for your child's personal journal in a fun, hour-long session.

This activity is derived from Step: My Year in The News 2014, a fun scrapbook that combines the learning of both English and values with a hands-on approach for children nine and up.



1. Pick and cut out an article from The Straits Times to read with your child. As an example, I have chosen a recipe which originally came from teenager Skylar Seow, who was interviewed earlier this year.

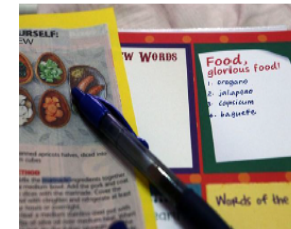
(As an add-on activity: tell your child a personal anecdote or provide background information related to the story you have picked. In this case, I would describe how skylar, 15, cooks dinner for his family on Sunday nights, where his speciality is the featured stew.)



2. Paste the article onto a sheet of paper. I have picked a brightly coloured A4-sized sheet for variety and to attract a young reader's attention.



3. Read the article together, highlighting unfamiliar words or words with tricky spelling. You can also make a game out of recognizing different word forms, such as nouns, verbs or adjectives. Recipes or stories from the food section, for instance, usually use words with foreign borrowings – in other words, the words have origins in languages other than English. For example, "baguette" comes from French while "jalapeno" has its roots in Mexican Spanish.



4. Pick one of the word bank cards from the Step 2014 pack and have your child write the new vocabulary words he has learnt onto the cards. Each card will be added to the vocabulary "bank", and can be referred to throughout the year.



5. Now for the fun part. Use as many stickers as you like to dress up your article or word bank card. You can also use your own rubber stamps, cut out other photographs from newspapers or magazines, or add on complementary scraps of items, such as a nutrition label from food packaging. Punch holes in the A4 sheet and add it to your 5Step folder, together with your word bank card.
Now the chef of the family may want to try out the recipe for dinner – a great way to conclude the activity

The programme included a step-by-step guide to scrapbooking.

INSIDE THE FOLDER

TWO SECTIONS, INCLUDING A 40 PAGE LEARNING ACTIVITIES TAB AND 10 SHEETS OF STICKERS, DIE-CUT ACCESSORIES, SPECIAL WORD BANK CARDS ETC...

My profile

PHOTO HERE

MY NAME: _____

WHAT MY FAMILY CALLS ME AT HOME: _____

BIRTH DATE: _____

AGE WHEN I THINK PEOPLE WILL STOP HAGGING ME: _____

MY SCHOOL: _____

I LOVE THESE PASTIMES: _____

BOOK I CANNOT GET ENOUGH OF: _____

BOOKS I WANT TO READ: _____

FOOD THAT MAKES MY MOUTH WATER: _____

MY FAVOURITE HANGOUT: _____

THE MOST AWESOME COLOUR IS: _____

PEOPLE IN MY FAMILY: _____

MY BEST BUDDIES ARE: _____

PHOTO HERE

Geeky

Rickshaw pullers in the past were mainly from the Hakken and Cantonese dialect groups. In 1888, there were more than 5,000 of them. By the early 1900s, their numbers had reached 20,000. Can you find out what happened to them? Do some research!

Solve this puzzle!
Read the article on page 7 again to help you complete this crossword puzzle.

Down

- Name of the train depot.
- Name of the MRT line that the three new stations will be in.
- A word which describes people who take the train.
- Acronym for the Government body that awarded the contracts.

Across

- The station which will be near a hospital.
- The total cost of the MRT line mentioned in the article is \$18_____.
- One of the stations set to be completed on 2020.
- Alternative use for the three new stations - "CD"_____.

I spy
Find these food-related words in the puzzle below.

bake
buffet
crunchy
poach
ripe
savory
snack
steam
sweet
undercooked

F	Y	S	V	F	Y	A	M	G	P	U
H	X	W	V	Z	C	H	A	A	Y	N
V	I	T	E	E	W	S	U	O	R	D
B	A	K	E	H	U	O	C	T	U	E
C	X	W	E	J	W	C	D	E	O	R
R	Z	E	K	M	B	U	C	F	V	C
U	A	A	C	H	A	Q	Z	F	A	O
N	S	Q	A	R	C	E	Z	U	S	O
C	Z	D	N	U	F	A	T	B	T	K
H	N	I	S	Z	U	U	O	S	K	E
Y	A	R	I	P	E	S	H	P	P	D

Classifying words
Categorise the words from the word search above under the correct headings.

CONDITION	VERB	TASTE	TYPE

INSIDE THE FOLDER

UNIT 6: WHEN NATURE STRIKES BACK

Singapore is fortunate to be spared the direct effects of many natural disasters which occur in the region. But what about our neighbours? Find out in this unit.

The power of nature
Fill in the blanks with the correct prepositions.

Wellington - A powerful earthquake rattled major cities (a) _____ New Zealand, sending terrified office workers fleeing as homes and roads _____ and damaging _____.

The 5.5-magnitude quake struck at 2.31 pm local time (10.31 am Singapore time) yesterday, near an area where a series of quakes hit last month, the United States Geological Survey said. It was felt _____ Christchurch in the South Island to _____ Auckland in the North Island.

The tremor was centred 5 km east of the town of Seddon at a relatively shallow depth of 5.5 km. There were several aftershocks of 5.0 magnitude or stronger.

Several homes near the epicentre were severely damaged, with chimneys collapsing and roofs caving in, said police spokesman Barbara Dunn. She said a bridge was severely damaged on the main highway near Seddon, and that rocks and debris had fallen (d) _____ the road.

The tremors caused violent jolts in Wellington, where office workers dived under their desks for cover as buildings swayed. Police had to rescue a number of people trapped in lifts.

"Lots of aftershocks - 'bernie' waddling around like a pig, but all OK," Economic Development Minister Steven Joyce said on Twitter, referring to New Zealand's distinctive Parliament building in the capital.

Local resident Julian Bennett: "That was pretty wild, I was sitting in my parked car watching the buildings shake like leaves."

Workers poured onto the streets as aftershocks rocked high-rise blocks (d) _____ the afternoon, with businesses telling staff to leave early to get out of the downtown area, causing gridlock in the capital. Trains were also out of action, leaving masses of commuters struggling to get home.

Wellington Mayor Celia Wade-Brown said there was no major damage (d) _____ the city's infrastructure or office buildings. "We think this is business as usual," she said. "But it is going to take a little while for people to get home tonight."

Another 6.5 magnitude tremor hit the same area (f) _____ July 21 and there have been hundreds of aftershocks since. Residents fear a repeat of a devastating quake that hit Charleston in February 2011, which killed 185 people.

Mt Caroline Little, a seismologist (g) _____ the New Zealand quake monitoring agency GNS Science, said the series of quakes over the last month followed an unusual pattern.

"Normally you get a big quake and then, the aftershocks get smaller in magnitude," she said. "New Zealand is part of the Pacific 'Ring of Fire' that experiences regular seismic activity. The local authorities issued no tsunami warnings (h) _____ the quakes."

"Powerful quake jolts New Zealand cities" (ST, Aug 17, 2013)

Fab Vocab

The following words appear in the article on page 33. Give the meaning of each word and come up with sentences of your own that bring out their meanings.

- 1. Relatively**
Meaning: _____
Sentence: _____
- 2. Epicentre**
Meaning: _____
Sentence: _____
- 3. Buckled**
Meaning: _____
Sentence: _____
- 4. Devastating**
Meaning: _____
Sentence: _____

Sensational similes

In the article on page 33, you can find two similes - "wobbling around like a jelly" and "shaking leaves". A simile is the comparison of two different things using the word "like" or "as".

Here are more similes. See if you can match the incomplete similes to their missing words. (Turn to page 40 for answers.)

steady grave bold button deaf dead tough monk

As _____ as brass As tricky as a box of _____

As bright as a _____ As silent as the _____

As _____ as a doornail As _____ as a rock

As _____ as a post As _____ as nails

Can you think of more similes?
Write five other similes on a sticky note and paste it here.

Singapore's Florence Nightingales

Read the following article and fill in the blanks with the words from the box.

equipment	diseases	patient	hygiene	outbreak
jobs	contact	future	prepare	die

Changing a blood-soaked bandage, bringing a smile to the face of a depressed and elderly a _____, getting up to enter a ward of patients with infectious whom the c _____, managing to look cheerful when examining a beautiful lady for being a nurse must be one of the most physically and emotionally demanding of all (d) _____, yet the efforts those angels of mercy in their white and pastel uniforms often go unnoticed.

Once a year, though, Singapore's dedicated Florence Nightingales are recognised on "Nurses' Day", which falls on Aug 12.

They pay tribute to the more than 35,000 nurses in Singapore. A photographic sight of them in profession that is no longer just about patient caregivers, but also that of a profession that is no longer just about bedside nursing, e _____ and infectious. Nurses are taking on more roles than ever before. The profession offers more career paths and areas of specialisation, ranging from being an educator of fellow nurses to a highly trained operator of sophisticated medical (e) _____.

And they face the challenge of working in a high-risk environment, under intense stress. This can sometimes mean putting themselves in harm's way.

Ms Arny John, a senior staff nurse at Tan Tock Seng Hospital Communicable Disease Centre, who was among a group of nurses who took care of SARS patients in 2003, said "It's a disease g _____, we do not run away. We always h _____ ourselves for it."

Singapore's dedicated nurses from the backbone of the health-care system and are implementing despite technological advances in health-care equipment.

Ms Michele Lim, 25, a senior staff nurse at Changi General Hospital's paediatric ward, pointed out: "For a dying patient, we have to be there for them because nobody deserves to be alone."

"He or she could be someone's father, mother, brother, sister, husband or wife, an important someone to others."

(*"The many roles of Singapore's Nightingales"* by Seah Kwang Peng, ST, July 27, 2013)

Learning activities

Stickers and embellishments

DIGITAL UPDATES

BOUQUETS OF GRATITUDE

May and June are wonderful months to pay tribute to our mothers and fathers. This month's digital SStep is devoted to our parents who labour tirelessly for the family.

What does your mother do for the family? Make a list of the special things she does which you are grateful for.

1. _____
2. _____
3. _____
4. _____
5. _____



Daddy's quotes

Fathers are known for the good advice they give us. Sometimes, when we get out of line, they also issue warnings or reprimands to help us become better people. Think of some priceless or adorable phrases that your father constantly uses. Why do you think he uses it? Show him what you have come up with when you are done.

Daddy's catch phrase: _____

When/why he uses it: _____

Daddy's catch phrase: _____

When/why he uses it: _____



Role models to remember

Look through The Straits Times for stories about two parents who are inspiring role models. Write the character traits which describe them best.

NAME: _____

HEADLINE AND DATE OF ARTICLE: _____

CHARACTER TRAITS: _____

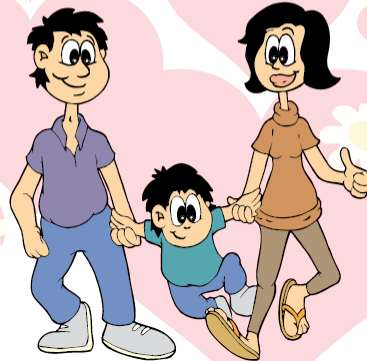
NAME: _____

HEADLINE AND DATE OF ARTICLE: _____

CHARACTER TRAITS: _____

Scrap it!

On page 3, create a montage of photographs of your mother and father or of family celebrations. Print and cut out the images on page 4 to help you decorate the page and file it in your SStep binder. Write your own caption for each photograph to express your love and gratitude for them.



OTHER RESPONSES

Said Zayan Karimi, nine, a Primary 3 pupil from Tanjong Katong Primary School: **“There are so many pictures and stickers, stickers and stickers.”**

He included a story about plants from Little Red Dot in his scrapbook page, saying: **“I like science stuff. I’m learning about diversity.”**

Dianne Sim, 12, a Primary 6 pupil from Nan Chiau Primary School, liked the word-bank cards, saying: **“They’re cute and innovative.”** She was at the workshop with her parents and younger brother Favian, aged seven, a Primary 1 pupil in the same school.

Dianne, for one, already keeps up with the news, especially those about murders and disasters. She said: **“It’s very interesting.”**

On why the family chose to attend the workshop, Dianne’s mother, Madam Grace Teo, 42, said: **“It’s good for the kids to be more exposed to current affairs, not just in the context of textbooks.”**

BENEFITS FOR THE STRAITS TIMES

LEARNING VALUE:

- The scrapbook, with a longer shelf life, has extended the frequency of use of the main newspaper and its related online products in schools.
- Given its functionality to be used across different subjects (English, social studies, character and citizenship), it received great support from community and venue partners.

READERSHIP / REVENUE GROWTH:

- Product sales (estm 10,000 print run) is expected to fetch \$70,000 in profit by the end of the project from the sale of the product alone.
- Working with event partner PaperMarket, the storymaker camp generated \$16,800 in revenue
- Potential for ad revenue: sale of tabs / ads in digital updates
- Sales/marketing of additional tabs for sponsorships

BRAND VALUE / SUSTAINABILITY:

- The Straits Times' association with the creation of stories and transmission of positive values among elementary school learners.
- Schools and parents appreciate its peg to current affairs and the news, which keeps activities fresh.
- It also extended the use of the newspaper's print edition among a greater number of learners.

WHAT USERS SAY

"We wanted to spend more time with my son to really get him engaged with learning English. With this kind of globalised era, it's good for the kids to be more exposed to current affairs, not just in the context of textbooks. It's very important for them to be more broad-minded."

--Madam Grace Teo, 42, parent who attending the first scrapbooking workshop with her husband Richard Sim, 46, and two of her children, Dianne Sim, 12 and Favian Sim, 7.

Madam Linda Tan, 43, who attended the scrapbooking session with daughter Maegan, 8
"This is more organised. They have the templates all ready. It's integrated with objectives. ... I hope she will be immersed in current affairs."



Having fun at the workshop, Ms Jesslyn Khoo, 33, and daughter Rui Teng, five, were cutting and pasting colourful strips of paper and poring over Little Red Dot. Participants at the event created personalised pages with stickers and word-bank cards (below). ST PHOTO: AZIZ HUSSIN

Cut, paste and learn

On the first day of the week-long school break, some 30 children spent time with their parents cutting and pasting colourful strips of paper and poring over Little Red Dot.

The scrapbooking workshop on March 15, organised by The Straits Times and craft retailer PaperMarket, taught them to create personalised pages and to understand current affairs better through including news articles in their books.

They could use these new skills with the newspaper's newest educational product, STep: My Year In The News 2014.

The binder includes 40 pages of activities teaching English and values, as well as sheets of stickers and word-bank cards which help users build up their vocabulary.

Pupils gave it the thumbs-up.

Parents and pupils take part in scrapbooking event during school holidays, reports Ang Yiying



Said Zayan Karimi, nine, a Primary 3 pupil from Tanjong Katong Primary School: "There are so many pictures and stickers, stickers and stickers."

He included a story about plants from Little Red Dot in his scrapbook page, saying: "I like

science stuff. I'm learning about diversity."

Dianne Sim, 12, a Primary 6 pupil from Nan Chiau Primary School, liked the word-bank cards, saying: "They're cute and innovative."

She was at the workshop with

her parents and younger brother Favian, aged seven, a Primary 1 pupil in the same school.

On why the family chose to attend the workshop, Dianne's mother, Madam Grace Teo, 42, said: "It's good for the kids to be more exposed to current affairs, not just in the context of textbooks."

Dianne, for one, already keeps up with the news, especially those about murders and disasters. She said: "It's very interesting."

Ms Serene Goh, editor of Little Red Dot and its sister publication IN, told participants: "If you keep scrapbooking, you will be very, very confident. You are also creating a work of art."

The scrapbook is available directly from SPH at \$49.90. Straits Times subscribers pay a discounted price of \$39.90, and Little Red Dot subscribers pay \$29.90. Those interested may e-mail davtan@sph.com.sg or ccarmen@sph.com.sg.

Having fun at the workshop, Ms Jesslyn Khoo, 33, and daughter Rui Teng, five, cut and pasted colourful strips of paper and poring over Little Red Dot. Participants created personalised pages with stickers and word-bank cards.

THE END