



TITLE OF THE PROJECT: Read and think (Ler e Pensar)

REGISTRATION CATEGORY: Newspaper in Education , Enduring Excellence and

Special Category: Digital First

NAME OF THE INSTITUTION: Editora Gazeta do Povo

ADDRESS: Praça Carlos Gomes, 4 – centro – Curitiba – Paraná – Brazil
CEP 80.010-140

RESPONSIBLE FOR THE PROJECT: Antoniella Carradore Amil – Pedagogical Coordination–

antoniellac@grpcom.com.br Phone: 55 (41) 3340-7974 and 55 (41) 3340-7915

CIRCULATION AND FREQUENCY OF NEWSPAPER: Daily- 60 Thousand copies

SUMMARY OF THE PROJECT:

The Read and think is a project to promote reading and citizenship which, through the newspaper and education, contributes to the formation of educators, children and adolescents throughout the State of Paraná.

Web site of the Project www.lerepensar.com.br

PUBLIC INVOLVED

Students and teachers in elementary and high schools

Age group of the students reached by the project: 6 to 21 years.

College of Higher Education Institutions



Stage 01 – Description



The Project

Developed by Gazeta do Povo since 1999, the Read and think has reached more than one million people across Paraná. Its main purpose is to train and prepare the young readers to be more critical and participatory, that with the help of newspaper media they understand the world in which they live and can fully exercise citizenship. The project promotes different cultural and educational activities for children and teenagers, and actions directed to the formation of the professor, who despite not being the priority target audience, is in most schools the figure responsible for encouraging reading and developing activities with the newspaper. The pedagogical proposal of Read and Think facilitates the insertion of the newspaper in the classroom and encourages it to be explored in three ways: as a pedagogical resource that enhances the teaching-learning process, as a form of expression, possibility of authorship and freedom of opinion for the young, and as an object of critical study and reading. In 16 years of operation and with results that highlight its positive impact on schools around Paraná, the project received acknowledgment and numerous awards.



The Project -Scope

In 2013

52 municipalities of Paraná

554 public, private schools

3.100 teachers

108.000 students

In 2014

58 municipalities of Paraná

491 public, private schools

2.972 teachers

104.020 students



In 2015 (still in the process of teacher enrollment)

60 municipalities of Paraná

502 public, private schools

2.951 teachers

103.285 students



The Project - Objectives

General Objective

Contribute to the improvement of the reading indexes, interpretation of texts, quality of basic education and citizenship among young people and teenagers and train teachers to use newspaper media in the classroom.



Specific Objectives

- Submit the newspaper (printed and online) as a pedagogical resource to foster reading and citizenship;
- Assist in the improvement of the students ' oral and written expression;
- Encourage activeness of educators and students in the social context in which they are inserted;
- Near the school content to the reality;
- Encourage criticism, and prepare students for full citizenship;
- Promote the continuous education of teachers to work with media using the newspaper as a primary resource;
- Offer systematically and permanently, educational material to subsidize the teacher in developing actions that encourage reading and authorship in school;
- Recognize and promote initiatives of teachers and students whose results lead to effective educational and social transformations;



The Project - Justification

The Read and Think has as justification to bring a proposal for replicable social technology, effectively contributing to the fulfilment of the educational demands. In view of the needs for improvement in official rates, we know that teachers training becomes a priority.

In Brazil the qualification of teachers in certain areas is very small or any, as in the case of training for media use at school. Thinking about this, the offer of courses and teaching material that form the professor for this job is one of the concerns of Read and think.

Besides, all the courses that we provide, contribute to career progression of educators, what qualifies and motivates them further to enrich the teaching-learning process and enhance the possibilities of knowledge exploration.

Each certification that the teacher receives after performing any of our courses can be submitted in the State and Municipal departments of education to raise the teachers ' salary and hierarchical levels.

It is worth mentioning also that the educational contents in the State of Paraná prove the need for substantiated projects to promote reading, youth protagonism and to offer greater support to educators, such as Read and think. When promoting different activities involving reading and citizenship development, the project has strong social potential, adding community and school, and thus contributing to the effective improvement of education.



The Project – News

The year 2014 had a lot of novelties in Read and Think. There were numerous challenges, such as: expand the opportunities for present encounters with our public, to measure the social impact, diversify the project's activities to different digital platforms, to create a Facebook page for pedagogical purposes, to increase the number of teachers formed by our platform of distance education and to show new interaction possibilities with newspaper media.

Presential Workshops

By teachers request and aiming proximity to the public, in 2014 we implemented practical workshops and pedagogical consulting visits to the participant schools and cities.

During the year we realized:

- 17 pedagogical consulting visits
- 43 openings in new schools
- 3 pilot-workshops “Newspaper in Practice”
- 854 teachers directly benefited by presential meetings



Espaço Ler e Pensar

Banka móvel,
uma caixa mágica



A professora Roseane do Rocio Avelar é a prova de que estar aberta à realidade de seus alunos pode provocar revoluções que ultrapassam os muros da escola. Também por isso, e exatamente por isso, suas ações começam a ser reconhecidas em toda uma comunidade.

Quando um freixar chegou à escola Rural Municipal Santa Lúcia, no bairro Bombo Grande, em Campina Grande do Sul, em um ano de 50 anos, perdeu a cara para todos. Roseane observou. Nota dela: quer sucederem o acontecimento, ela não se sentia à vontade no nome do desafio que se reuniram nos intervalos em todo da instituição. Sua presença comprometida, tomou a forma de uma pequena banca móvel. Reunidas em pequenos grupos, alunos e a professora notou que o projeto Ler e Pensar tinha condições de participar da bancada. Tudo isso, em forma que a banca móvel pôde ser levada para dentro e quando os editores amigos da Gazeta do Povo. A banca foi aceita com entusiasmo e uma das alunas sugeriu que recortes de edições passadas fossem utilizados para decorar a estrutura, lembra.

Crê que parecia o bem de um dia para o outro, ficou ainda melhor. "Quando a banca precisou ser limpa que a banca passou o dia. A concessão das crianças e dos professores confiou. Agora os alunos chegaram a pensar, sentiram-se e começaram a ler. A partir daquele dia, passamos a ter a estrutura da banca toda semana, proporcionando momentos de leitura à comunidade escolar e aos pais que buscam o filho no fim do dia", conta. A iniciativa fez tanto sucesso que em menos de um ano, mobilizou mais de 100 alunos de sete turmas dos períodos da manhã e tarde, além de ser levada a crianças do ensino fundamental do Colégio Carmo Municipal de Educação Infantil, do bairro da Santa Lúcia. Com isso, evidenciando possibilidades foram mais buscadas, além de uma função de acompanhamento da realidade dos pais.

Mudança de hábitos

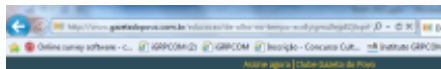
A professora conta que a banca não só mudou a leitura como alterou mentalidades. "Percebemos, antes, a presença com o Ler e Pensar, os alunos vêm apenas os livros, e não o jornal, como fonte de informação. Essa realidade mudou, assim como a opinião de muitos pais, que disseram agora compreender o valor de utilizar o jornal em aula", conta.

Planos para o futuro

Roseane lembra que a banca móvel mudou e continuou promovendo transformações. Segundo ela, um dia se sensibilizou e prometeu construir uma estrutura de PVC, mais resistente em breve. "Quero dar, através do site e até nas atividades para ajudar a construir. Quero que o projeto cresça e melhore cada vez mais".

Ler e Pensar Area

In 2014, Read and Think won a special place in the section Life and Citizenship (Vida e Cidadania) of Gazeta do Povo newspaper. Published every Tuesday, the section "Read and Think Place" (Espaço Ler e Pensar), has as its main goal to spread the word about the life-changing teachers that use the newspaper daily in their pedagogical approaches.



GAZETA DO POVO VIDA E CIDADANIA VIDA PÚBLICA ECONOMIA INFÂNCIA ESPORTES CIDADANIA WEB 2.0
Educação
ESPECIAIS

ADADORES: COM CREDIBILIDADE, IDADE E PREÇOS COMPETITIVOS,



ESPAÇO LER E PENSAR
De olho no tempo
21.09.2014 | 17:11 | www.gazetadopovo.com.br

The Project – News

67% of the participants evaluate the column as an excellent opportunity for appreciation and recognition of the teachers' work.

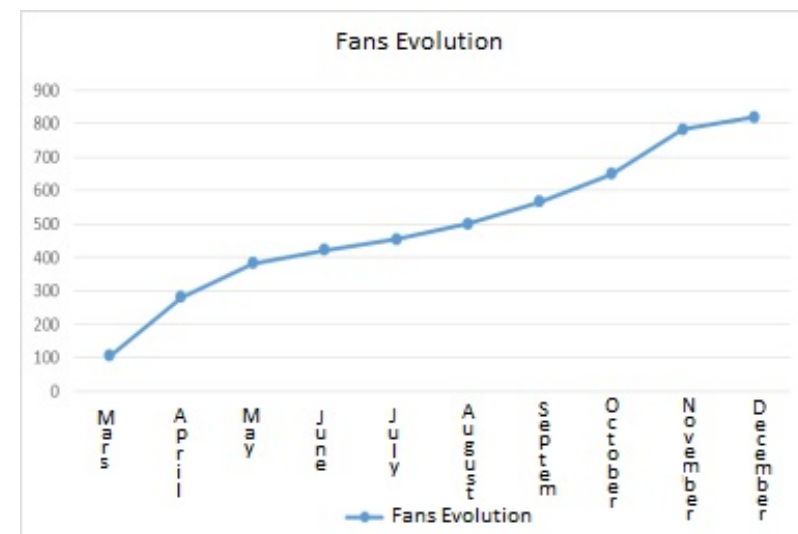
***"Dear Fernanda and Antoniella!
Thank you so much, you have no idea about the excitement! Me, the kids, the school and the entire community are extremely happy and speechless. When I opened the newspaper as usual I said: kids, look how interesting!!! Scholar TV: the students in charge of the reading... They were euphoric and started to celebrate and I want to share with you this joy, it was very important to all of us, who are in 2nd place at IDEB* = 7.6. My work colleagues, the parents and the kids are still celebrating and talking with proud: we were on the paper!!! Thank you once again for choosing us, I'm working twice as hard to send the project to the competition, they're more motivated and so am I."***



The Project – News

Facebook

This year we debuted our Fanpage that has pedagogical and institutional purposes; the interaction with the teachers is growing by the day. Besides using it to spread the word about the teachers' practices, we also provide activities tips on how to use the newspaper in the classroom, both printed and digital.



The Project – News

Facebook

Post Details

Reported stats may be delayed from what appears on posts

Ler e Pensar Gazeta do Povo
Posted by Christiane Kremer Custódio de Souza · September 30, 2014

Chegou o grande momento, pessoal! Conheçam os 10 finalistas do Concurso Cultural Ler e Pensar 2014 na categoria "Prática Pedagógica": <http://goo.gl/8pYFgV>

Nossa equipe parabeniza todos os professores que se dedicaram e enviaram trabalhos para o Concurso. Vocês são nossa motivação e nosso orgulho 😊

Assessor	Escola	Cidade
Jacomasso	EM Oracelis Cordova Ribeiro	Campina
Sig de Mattos	EM Dr. Linneu Madureira Novaes	Castro
Terra Geraldo	EM Professor Joaquim Tramuja Filho	Parana
Neustraro	EM Augusto Staben	Campi
de Brito Correa	EM Ulisses Guimarães	Campi
	EM Professora Maria Neide Gabardo Betiatto	Curitib
velar	ERM Santa Leticia	Campi
ni Griz	EM Dr. Oscar Geyer	Bituru
Domingues	EM Paulo Freire	Curitib
de Souza	EM Marcos Nicolau Strapassoni	Campi

Concurso Cultural Ler e Pensar 2014 divulga finalistas
O projeto Ler e Pensar divulgou hoje o nome dos dez professores finalistas na categoria "Práticas Pedagógicas" do Concurso Cultural Ler e Pensar 2014. Neste ano, mais de 100 trabalhos foram recebidos apenas nessa categoria.
INSTITUTOGRPCOM.ORG.BR

5,446 people reached **Boost Post**

Like · Comment · Share · 22 9 21

5,446 People Reached

345 Likes, Comments & Shares

247 Likes	22 On Post	225 On Shares
75 Comments	9 On Post	66 On Shares
23 Shares	21 On Post	2 On Shares

644 Post Clicks

0 Photo Views	154 Link Clicks	490 Other Clicks
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September – Interactivity Peak
Total Reach – 5.446 people reached
Likes – 247
Comments – 75
Shares – 23
Clicks – 644



New Digital Platform

Brazil is a country that not everybody is familiarized with the digital era, what creates a great challenge for the project to engage and motivate the teachers to use the technologies.

To change this reality, since 2012, Read and Think provides 13 courses in digital platform to all the enrolled teachers. By the end of 2014 our platform was renewed, now completely in Moodle System, providing bigger interactivity and easier use of the site.

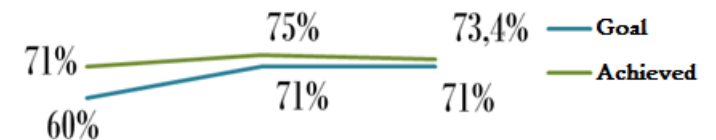
Our courses are 160 hours long and are certified by educational institutions, fact that helps in their careers progression. The platform is available from April to November and makes easier the process of choosing when and where they want to accomplish their training program.

Since its beginning in 2012 until the present date the Training Program Read and Think Distance Education already form over 4000 teachers. It is the only program in Brazil that has implemented 100% of its educational contents in the digital platform.

The Project – News

The courses are:

- Newspaper and its possibilities;
- Literacy;
- Critical reading of the media;
- Newspaper library;
- School newspaper: the voice and the time of students;
- Project management;
- Reading, Interpretation and production of texts;
- Read and tell stories with the newspaper;
- Dramatization of news;
- Image and news;
- Reflections on inclusion;
- Technology in education;
- Public Policies.



Teachers Qualification

2012 2013 2014

The Project – News

New Digital Platform



Acessar o Portal IGRPCOM

Esqueci a senha >

Entrar >



“Congratulations to the team. The model Distance Education helps us to engage in the courses and model the time we spend to each student need. I can only thank the Gazeta do Povo crew for the opportunity, because through the courses I was able to enrich my pedagogical practices, therefore to offer classes with higher quality by offering them differentiated opportunities, presenting the reality and awakening their interest and power of reflection for reading.”

Teacher from Curitiba



In all the years that the project exists we always had the wish of measuring the social impact that we cause. In 2014 we ran a pilot in one of the participating cities – Curitiba, with a public of 20 thousand students and their families.

We sent a research kit to each school of this city. The kit had 60 researches, 30 for the students to answer and 30 to their families. In total we sent 6000 forms hoping at least 600 returns to work with an error margin of 5%.

To our surprise we received even more than we sent for a total of **6341** answers.

- **3676** answers from students
- **2665** answers from parents



***1ª. Impact Research
realized with students
and families:
6341 answered to the
research
voluntarily***



The Project – News

Social Impact Research

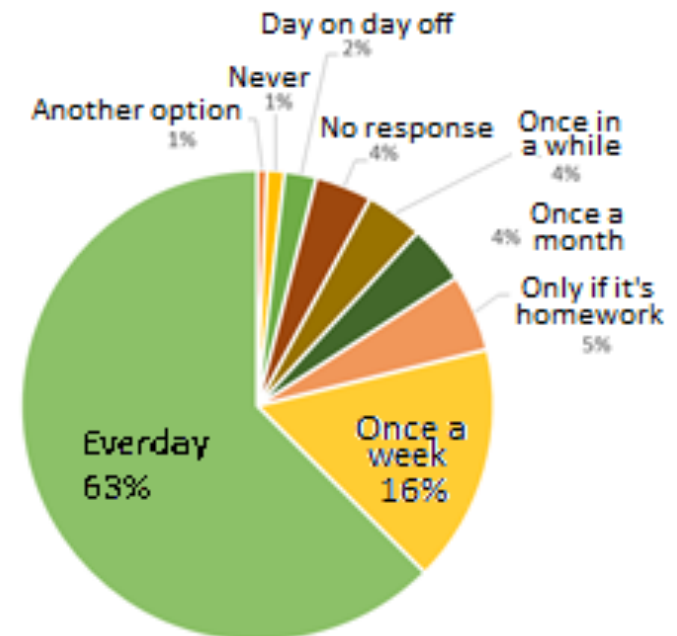
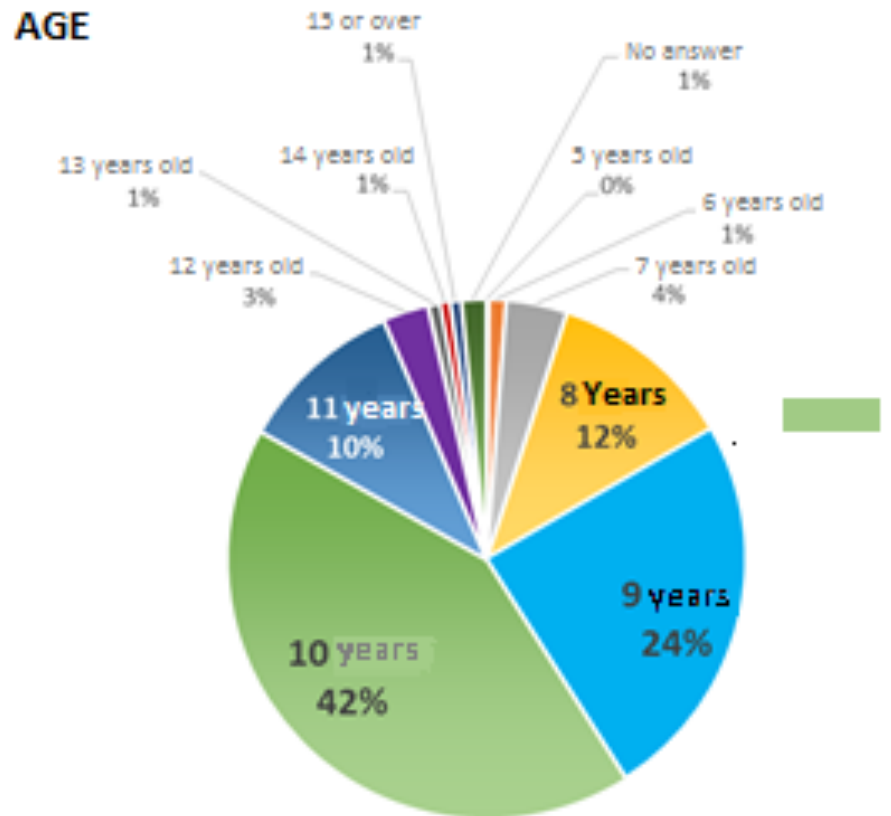
✓ **94%** of the students say that they like to read

✓ **63%** of the students read every day

✓ **90%** of the parents believe that their children reading habits improved after the beginning of the project

✓ **98%** of the parents find the project important to the family

When do you read



Gazeta do Povo Newspaper

Daily handled at the schools and also available in digital platforms, that are increasingly being looked by teachers and students. The newspaper contents are used in the pedagogical practices.

Besides printed it is now available in smartphones, tablets and computers. The Gazeta do Povo newspaper is the only paper in Brazil with fully responsive content, in other words, that adapts itself to any digital and mobile platform.



Teaching material offered to teachers



Oriented-reading of the Newsletter (BOLO) done biweekly

Tabloid distributed to teachers in order to qualify the use of newspapers in the classroom. Its contents are produced by a multidisciplinary group integrated by the team and graduate students linked to partner institutions of higher education.

The newsletter offers "lesson plans" made from the news, in addition to pedagogical tips and space for dissemination of pedagogical practices of the teachers and students work. The newsletter is also available on the E-LEARNING platform.



Teaching material offered to teachers



Book - "Reading: the world beyond words", with 8 (eight) chapters that mix the practices developed by schools with scientific tests produced by specialists, masters and doctors of partner universities and colleges. This book was distributed to all the libraries of Paraná, as well as to the municipal secretariats of education.

DVD - "Reading in practice", a set of statements recorded and edited by a columnist of Gazeta do Povo, approaching the "reading" thematic and showing how it can influence people's lives.



The power of Newspaper in the classroom to transform realities

At a city that participated in the project, that had high Hantavirus incidence – disease spread by rats' urine and feces and the symptoms can lead to death – a teacher had the interest to inform his students and search for preventive measures.

The teacher saw in the subject an opportunity to bring her class closer to technology. In the University's computer lab, which is attached to the school, 48 students between the ages 10 to 12 had researched for news published by Gazeta do Povo's website.

Besides the debate about the news, the students took the texts to share with their families. The interest became so big that, after three months, the teacher presented a lecture about the subject to the families, held by Nursing and Agronomy students.

The results obtained by this work went beyond. The contact with the newspaper had increased the children's critical thinking! They noticed that the garbage bin that were in front of the school, because it was open, let the trash bags exposed, therefore the rats were more attracted by it so they would come more easily. They saw the garbage accumulated in the playground they played and the poor state in which the games were and it bothered them.

They made contact with a town clerk and this one mobilized the building sector and, in the short run, the bin was replaced by a closed structure, new bins arrived to the playground and the old toys gave place to new ones.

Newspaper, technology and transformation!

Pedagogical Practices



Research project helps to reduce the prevalence of disease in city in Paraná



Reading that leaves school and goes home

A teacher that participates the program already has in her pedagogical program the focus in working with daily editions of Gazeta do Povo to awaken in the students critical thinking, protagonism and to encourage reading.

Motivated by the desire to take the results “outside the school’s boundries”. In July she began to extend the project to the families, allowing all the newspapers used in class to be taken home. Before, however, to investigate the parent’s reading habits, she sent a research to find how many read newspapers. The questionnaire revealed that, out of the 29 intervuiwed families, only 4 didn’t have the habit, because they lived in rural areas far from urbanized centers.

So the children started to take home a kit called “reading of the turn”, with the current newspaper and a notebook for them to take notes, along with the family, about the new they find more interesting.

On the next day, those notes were presented and discussed in class. “All the parents got involved and the students, besides showing knowledge about what they were talking about, they’ve improved their communication” *Newspaper, reading and chage of habits!*

Pedagogical Practices



Project contributes to familiar reading by sendind the newspaper home



Citizenship and responsibilities

Different initiatives related to solidarity, equality, security, health and the environment were considered in campaigns organized in a school participant of the project and taken to the community.

The capacity revealed by the teachers was so big that the school was a finalist in the Mobilization category of Read and Think Cultural Contest 2014. There were over 600 students from the 1st to 5th years evolved in the activities. All the initiatives started with the use of the newspaper in the classroom, through the reading and understanding of the published histories.

One history that called attention for its unfolding was related with selective waste collection. After that several different news about selective collection and environment were theme of discussions in the classroom, the school searched for partnerships with the municipal government to receive new and colourful garbage bins, to be an incentive to waste separation. *“Untill that happened we didn’t separate. Besides having students and families more aware, today we also have a cleaner school, not to mention that the academic results have improved, the students behavior have changed, their reading habits, oral communication and written abilities improved, and they have now a deeper critical and citizen awareness.”* tells the director.

Pedagogical Practices



Project contributes to change the environmental reality of school



Tema do projeto para 2015

The conscientious use of technologies

The projects has migrated more and more to digital platforms, and encourage the teachers to use the new technologies that are available to them. With that concern, in 2015 we are working with the theme: “The conscientious use of technologies”

It is available in our digital platform the course “Technologies in Education”, we offer the seminar: “Technologies: where to begin?” and we are publishing in our educational materials a series of articles showing positive and negative points in the use of technology in the classroom, besides fomenting the debate in our social networks.





Stage 02 – Development



Partnerships

Higher Education Institution

Read and Think project signs partnerships with Higher education institutions to ensure a great academic practice and the fundamental scientific guidance to the production of pedagogical content, evaluation and events organization.

The partnership with those institutions allows students from different degrees to be present such as Mathematics, Physics, Chemistry, Biology, Portuguese, English, Arts, Music, History, Geography, Sociology and Pedagogy that get together weekly to produce the suggested activities at the newspaper BOLO. All the material is produced from the news published at the paper.

The higher education institutions also help in the materials evaluation, validate and certify the courses offered by the project's team.

Educational Board

The project still counts with the support and guidance of an Educational Board formed by teachers that are Masters and Doctors in education and journalism, that represents five Fellow Universities and also work at Mid and High Schools.



Partnerships

Another Higher Education Institutions contribution is the students' essays evaluation, for those who participate in the Cultural Contest Read and Think.

> **142 students** of the graduation courses of Grammar and Pedagogy were directly involved with the Project.

"It is with great satisfactions that we participated in the Project Read and Think. There is no doubt that it has great value to our students' academic education. We'll certainly continue together in this mission. Count on us forever!" Silvia Lozza, FAE Pedagogical Coordinator

"The experience of participating of the group that corrects the essays of Read and Think Contest has enabled the academic and also professional growth of our students. Our course supports the initiative and stays open to continue with the partnership." Grammar Course Coordinator – PUC PR.



Partnerships

Cultural and social entities

The project also features cultural partners who develop or support project activities throughout the school year. These are reference institutions and entities in their areas, which incorporate to the project for believing in its proposal, without requiring any counterpart.



Newspaper and Education program of the National Association of Newspapers

Aligned to the WAN-IFRA guidelines; staff training and development programs; benchmark opportunity of national and international practices.

Guaira Theater

Most traditional cultural space of Paraná, the Guaira Theater, located in Curitiba, lends its two auditoriums for free for the Read and Think events (2300 seats and 500 seats).



Children's Park theater

Art and education course for teachers, theatre and social orientation course for students, production and performances of plays.



Partnerships



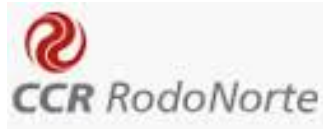
Godparent

“To us is a great satisfaction to invest in this project! We see the return to the community, and we realize that the people can change the future!”

Godparents and sponsors

To ensure the necessary resources for its development, in addition to the annual financial contribution made by the newspaper, the project Read and think has funds raised by the sponsors and godparents. They buy subscriptions from the Gazeta do Povo to distribute to teachers and participating schools, donate prizes delivered in the cultural competitions and lend for free places for the major annual events.

Sponsors 2014



Social Godparents 2014

Partnerships



Social Godparents 2014

Partnerships



INTERNATIONAL
SCHOOL OF CURITIBA
Truly International



Partnerships

Investors Schools 2014

The project also counts with private schools that invest in daily signatures of the newspaper in printed and digital versions. In 2014 we counted with the participation of 6 investors schools.





Stage 03 – Marketing





Website Read and think
<http://www.lerepensar.com.br>

General Public disclosure– site e facebook



Website of the Cultural contest Read and think
<http://www.institutogrpcom.org.br/concurso-ler-e-pensar/>



General Public disclosure: printed pieces

CONCURSO CULTURAL LER E PENSAR 2014



QUAL A SUA ESCOLHA CONSCIENTE COMO CIDADÃO? PARTICIPE E CONCORRA A PRÊMIOS!

ILUSTRADOR MIRIM
Alunos do 1º ao 3º ano

A ilustração deve ser inspirada no tema "Escola Consciente" e ter como base uma ilustração de revista publicada no jornal impresso ou digital.
Tamanho: folha A4, em cores no preto e branco.
Prêmios: troféu, bicicleta, câmera fotográfica e assinatura da Gazeta do Povo*.

CARTUNISTA MIRIM
Alunos do 4º ao 5º ano

O cartum deve ser inspirado no tema "Escola Consciente" e ter como base uma ilustração de revista publicada no jornal impresso ou digital.
Tamanho: similar uma tira de 3 a 6 quadrinhos, em cores ou preto e branco.
Prêmios: troféu, bicicleta, câmera fotográfica e assinatura da Gazeta do Povo*.

REDATOR JÚNIOR
Alunos do 6º ao 7º ano

A redação deve ser inspirada no tema "Escola Consciente" e ter como base uma revista publicada no jornal impresso ou digital.
Tamanho: redação manuscrita de 10 a 20 linhas.
Prêmios: troféu, computador desktop e assinatura da Gazeta do Povo*.

REPÓRTER TEEN
Alunos do Ensino Médio

A reportagem deve ser inspirada no tema "Escola Consciente" e ter como base uma reportagem ou notícia publicada no jornal impresso ou digital. Também aceita-se em quantos idiomas, em português e em Língua de Sinais.
Tamanho: reportagem de 10 a 30 linhas, seguir o modelo do texto "reportagem" (título, foto, citações, etc etc.)
Prêmios: troféu, computador desktop e assinatura da Gazeta do Povo*.

Os temas das vencedoras serão divulgados durante o evento Ler e Pensar para Educadores, que será realizado no Teatro Guadalupe no mês de outubro.

Tudo de verdade sobre os eventos para...

VENÇA
E SEJA O GRANDE VENCEDOR DO LER E PENSAR 2014 COM SEU PROJETO

Gazeta do Povo
Rua São Paulo, 525 - Centro - Curitiba, PR - 81201-010

INSCRIÇÕES ATÉ 12 DE SETEMBRO DE 2014
Para informações sobre as inscrições vá até www.lerepensar.com.br



SUA ESCOLA INCENTIVA E APOIA O ENVOVIMENTO E A PARTICIPAÇÃO DOS PROFESSORES NO LER E PENSAR?

CONCURSO CULTURAL LER E PENSAR 2014
CATEGORIA MOBILIZAÇÃO

O reconhecimento do Concurso Cultural Ler e Pensar é dado às escolas que comprovarem a socialização, o relacionamento e o impacto das atividades realizadas.

As instituições que mais se destacam na mobilização efetiva da comunidade escolar serão premiadas com um troféu, uma assinatura da Gazeta do Povo* e um notebook.

INSCRIÇÕES ATÉ 12 DE SETEMBRO DE 2014
LEREPENSAR.COM.BR

CLIQUE AQUI E SAIBA MAIS

grpcom 

* Uma assinatura da Gazeta do Povo, através do projeto Ler e Pensar, foi reconhecida pela 3ª vez consecutiva por seis práticas com perfil do Objetivo do Padrão 2 - Educação Básica de Qualidade para Todos - e pelo seu papel como catalisadora do crescimento sustentável do Paraná.

LEVAR EDUCAÇÃO BÁSICA PARA TODOS É MAIS QUE UM PRÊMIO. É UMA HONRA.

A Gazeta do Povo, através do projeto Ler e Pensar, foi reconhecida pela 3ª vez consecutiva por seis práticas com perfil do Objetivo do Padrão 2 - Educação Básica de Qualidade para Todos - e pelo seu papel como catalisadora do crescimento sustentável do Paraná.

EMPRESA PARCEIRA

É UM BOM HÁBITO E HÁBITO BOM SE ACESSAR O PORTAL DO LER E PENSAR E PARTICIPAR DO PROJETO LER E PENSAR 2014 COM SEU PROJETO

LER e PENSAR
GAZETA DO POVO

INVESTIR NA EDUCAÇÃO É ACREDITAR EM UM MUNDO MELHOR. SEJA UM PATROCINADOR DO PROJETO LER E PENSAR.



O projeto de mobilização de educadores é desenvolvido, desde sua origem, com o apoio da comunidade escolar. Para isso, contamos com o apoio de parceiros que acreditam em uma educação de qualidade. Queremos agradecer aos patrocinadores que acreditam em uma educação de qualidade. Também agradecemos aos professores e alunos que participam deste projeto.

grpcom

LER e PENSAR
GAZETA DO POVO

PARCEIROS:

GOV. DO PARANÁ

SECRETARIA DE EDUCAÇÃO DO PARANÁ

SECRETARIA DE EDUCAÇÃO DO MUNICÍPIO DE CURITIBA

INSTITUIÇÕES:

UNIVERSIDADE FEDERAL DO PARANÁ

UNIVERSIDADE TECNOLÓGICA FEDERAL DO PARANÁ

UNIVERSIDADE ESTADUAL DO PARANÁ

UNIVERSIDADE DO OESTE DO PARANÁ

UNIVERSIDADE DO NOROESTE DO PARANÁ

UNIVERSIDADE DO SUL DO PARANÁ

UNIVERSIDADE DO OESTE CARIÓTIPO

UNIVERSIDADE DO OESTE DO PARANÁ

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General Public disclosure: printed pieces



<https://www.youtube.com/watch?v=-RpvoX-4LGk>
Institutional Video 2015



For teachers, schools and departments of education, because they understand that disclosing the practices that use the newspaper in the classroom is an efficient way to qualify and acknowledge the work of teachers, the project makes use of several channels of exhibition for this schoolwork.

The main is the BOLO Reading-Oriented Newsletter -biweekly tabloid guide which is also used to publicize good practices with newspaper developed by teachers. The published reports are therefore a great tool to recognize the results obtained and to inspire other teachers and initiatives.

The Newsletter also dedicates space for dissemination of works produced by the students and teachers: "**Master tips**" and "**Straight from School**".

General Public disclosure: printed pieces

DIRETO DA ESCOLA
JORNAL, COMUNIDADE E REALIDADE
Escola de Curitiba envolve familiares na leitura de notícias sobre assuntos que impactam a realidade da comunidade.

DICA DE MESTRE
O JORNAL E A EXPRESSÃO ORAL
Professora de Curitiba utiliza notícias da Gazeta do Povo e estratégias que favorecem o desenvolvimento e a interação de ideias dos alunos.

Straight from School

Master tips

GAZETA DO POVO • BOLO • 5
12ª EDIÇÃO, 12 DE SETEMBRO DE 2016

DICA DE MESTRE
O JORNAL E A EXPRESSÃO ORAL
Professora de Curitiba utiliza notícias da Gazeta do Povo e estratégias que favorecem o desenvolvimento e a interação de ideias dos alunos.

LER E PENSAR
Lançamento do livro "Cidade e Notícias" e a importância da leitura para a formação cidadã.



Project Activities – for Teachers

Education and Reading Seminar

Held once a year, each Read and Think seminar of Education and Reading mobilizes more than 2,200 professors from all around the State.

Its goal is to offer a moment of cultural learning for teachers participating in the project. To do this, the event includes lectures of educational relevance, artistic presentations and awards to schools and teachers.

In all editions, the workshop has the presence of renowned Brazilian speakers who address topics such as the importance of reading for education, citizenship and development of the nation.

During the annual seminar of Education and Reading, teachers, schools and educational departments that produced the best work and mobilization of the community in the development of activities involving the newspaper at school are also rewarded.



Project activities – for teachers

Cultural Contest: The project takes the moment in which the teachers are invited to go to the Read and Think Seminar and gives awards to the winners of the Cultural Contest. Three categories are awarded:

- ✓ To teachers – **Pedagogic Practice Category:** rewards the three best practices made by teachers participants of the project;
- ✓ To schools – **Mobilization Category:** rewards the three schools that are more involved in mobilize the teachers to use the newspaper in the classroom and to develop different practices in Educommunication;
- ✓ To the Municipal Department of Education – **Commitment Category:** rewards the three Departments that better involves the schools, promoting marketing actions and encouraging transforming practices in the cities.



The traditional **Cultural Contest** had the participation of **50 % of the cities and 23% of the schools.**
Teachers Schools and Departments
134 papers and 16 rewards

Project activities – for students

Visits to the Gazeta do Povo Facilities

Students, who participate in the Read and Think, participate in various extracurricular activities related to reading the newspaper.

Among them, the visits program to the headquarters of the newspaper Gazeta do Povo. Open for groups of up to 40 students, the visits are weekly (Tuesdays and Thursdays). The script includes a lecture on the newspaper, visit to the Newsroom and to the Graphic.

At the end of the visit, all receive copies of the newspaper and a freebie kit.

- ✓ **Visits to Gazeta do Povo**
48 schools
218 teachers and 1.268 students



Project activities – for students

Let's go to the theater

Among the cultural activities for students, the most prominent is the annual event "Let's go to the theater," which aims to promote and disseminate culture and citizenship. Part of the annual calendar of the project Read and think, Let's go to the theater is a cultural activity focused on culture, citizenship and formation of audience. Between 2013 and 2014, the initiative opened the doors of the theater for more than 8,000 students from public schools located in 60 municipalities of Paraná.



Project activities – for students

Cultural Contest: the project takes advantage of the moment in which students are invited to go to the theater and rewards the winners of the Cultural Contest Read and Think. In 2014 the theme was “**Conscious choices**” and was divided into four categories: Mirim Illustrator, intended for students from 6 to 8 years, rewards the best illustrations made based in another newspaper’s article. Mirim Cartoonist, for students from 9 to 10 years old, and chooses the best cartoon. Junior Editor, for students between 12 and 14 years, rewards the best essays produced based on some news published in the newspaper. And the Mirim Reporter category, intended for students from 15 to 17 years, and rewards the best reportage made upon any story ever published in the newspaper.

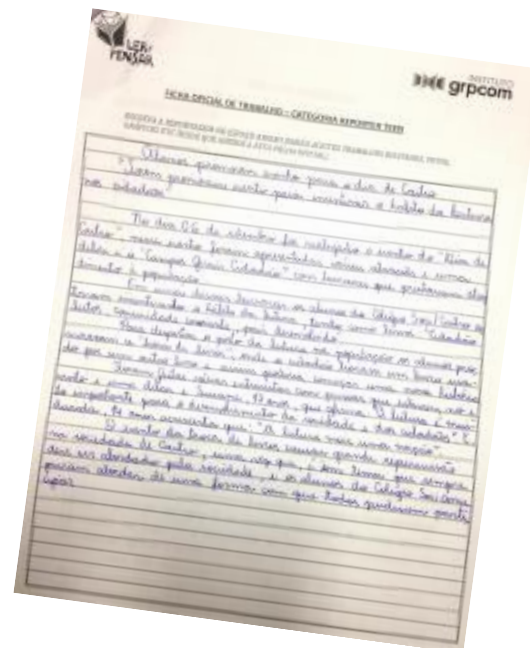
Students 891 papers and 4 rewards



“I think that the people don't need to wait for the Government to make the changes, because they can be the Government and the change. My dream is to be a lawyer and then a judge. I like to read a lot and I think I can help people with my profession”



Some examples of jobs competition





Stage 04 – Evaluation



Evaluation

In the project Read and Think, the evaluation takes place on a regular basis, in five processes that occur in the course of each academic year.

1. Pedagogical follow-up visits to the project's schools: occur throughout the year, to closely monitor how the project is being developed, mentor teachers and pedagogical teams, and assess the practices carried out by using the newspaper made by children and adolescents.



2. Questionnaire sent to municipal education departments and Regional Education Centers: During the year, two questionnaires are sent to the partner municipal education departments, to evaluate the project, make critics, give suggestions, and show the progress of Read and Think in schools of their municipality. The first questionnaire is sent in the middle of the school year and the second at the end of it. The questionnaires are sent via "Polldaddy" system.

3. Cases (pedagogical practices): the project team monitors the material that are submitted by teachers reporting the activities developed, showing the programmatic content used and the age group of the children who performed the activity. All practices are tuned to work with the use of the newspaper in the classroom.

4. Participation in the annual Cultural Contest: another way to evaluate the project is through the participation of teachers in the Cultural Contest and their practices submitted. The finalists undergo a peer review, composed by masters in education, in which they can show and defend their practices.

5. Annual review with teachers: to maintain the excellence of the project, our concern is constant. This way every year, participating teachers take an evaluation at the end of the school year. There, the general satisfaction indexes, participation in E-LEARNING platform courses, satisfaction regarding the pedagogical advice offered, satisfaction regarding didactic material and specially the satisfaction regarding the relevance of the use of the newspaper as pedagogical resource are measured.

The traditional **Cultural Contest** had the participation of

50 % of the cities and 23% of the schools
Teachers Schools and Departments

134 papers and 16 awards

Students

891 papers and 4 awards

78% of the teachers affirm **to participate of at least one activity** offered by the project during the year.

21% of the 3 thousand participants answered the project's anual research. Statistically, the percentage is excelent and reduces the margin of error to almost 3%.

In its first year measured, the engagement indicator was in **72,4%**

Evaluation - Engagement

In 2014 we created the **teacher's engagement indicator, that measures the involvement of the public in the offered activities.**



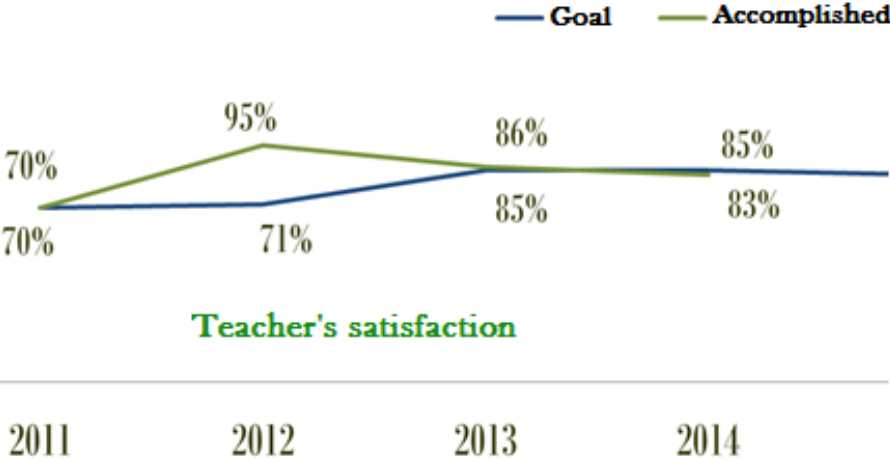


Evaluation - Satisfaction

2012 was a atypical year in wich all the satisfaction rates were over 90%.

In **2013** the favorability remains high and above the goal.

In **2014** we obtained the rate of 83% of satisfaction.



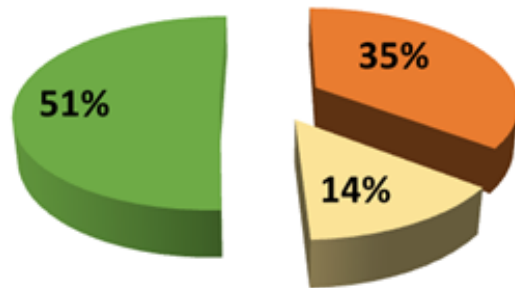
Evaluation - IDEB

96% of the respondents of the Projects Anual Research say that Read and Think can contribute to the growth of the IDEB grades (Index of Development of Basic Education) in their schools.

Average grades – Middle School
Paraná: 5.8

2009-2011

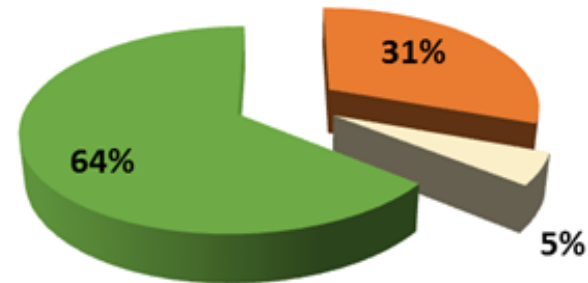
■ Decrease of IDEB ■ Stable ■ Increase of IDEB



Average grades – High School
Paraná: 4.1

2011-2013

■ Decrease of IDEB ■ Stable ■ Increase of IDEB



Out of the total schools participants of Read and Think, around 29% weren't evaluated by IDEB in 2013 because of some MEC (Ministério da Educação e Cultura – Education and Culture Ministry) criteria. The results of private schools are not shared.

60 partner municipalities

How do you evaluate the relationship with the project's pedagogical team (counsel, communication, guidance e-mails)?



“It is a project of high relevance and consonant with this administration guidance principles that searches the active participation of critical citizens”
Gustavo Fruet – Mayor of Curitiba