



“Pitching” the E-edition to Your NIE Teachers

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Provide a SAMPLE

You can't "pitch" the e-edition if you don't have a sample to offer

Would you buy a car solely based on one's opinion?

Would you put your family in a car you couldn't test drive?



Talk about the e-edition

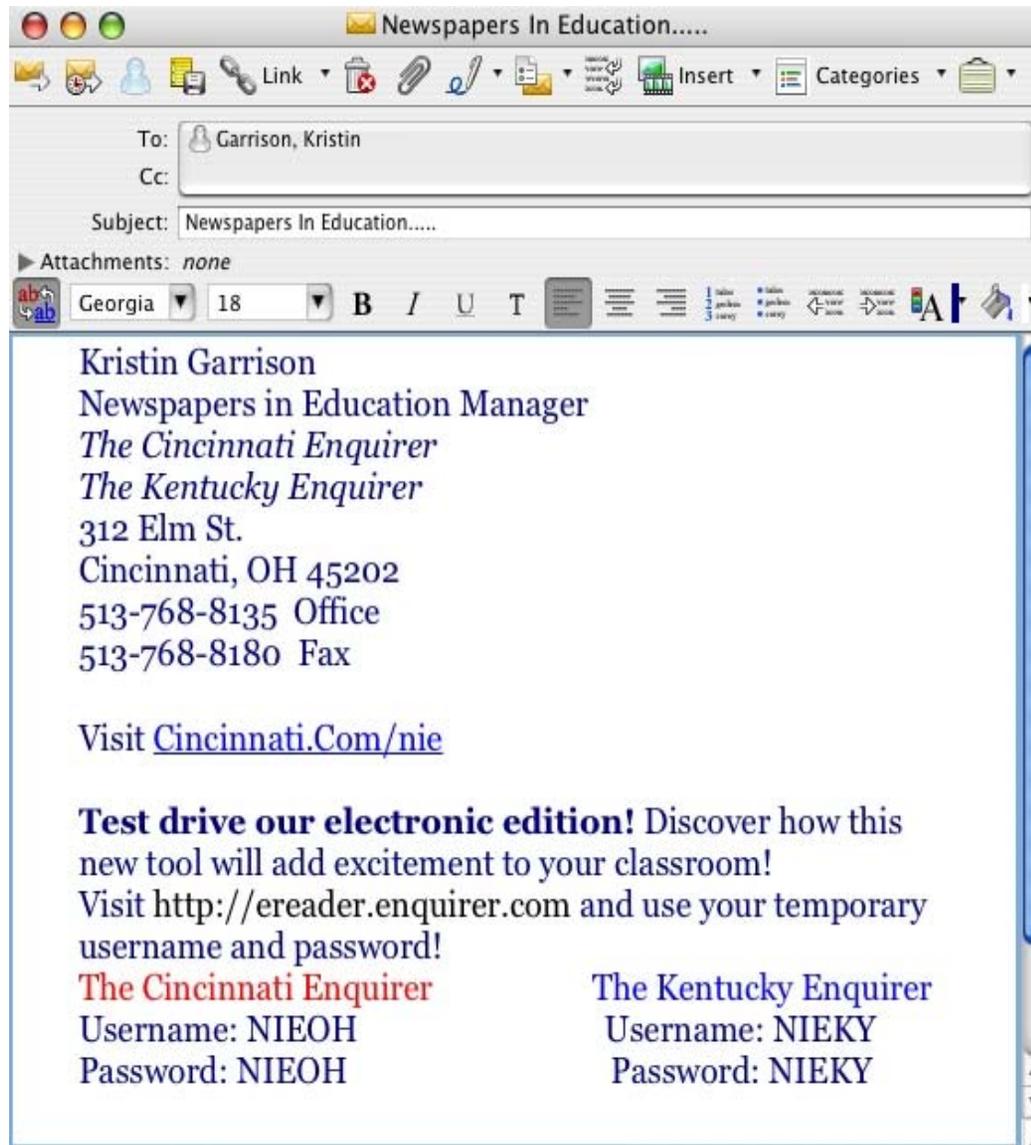
Teacher Survey

- ❖ Ask about computer availability in their schools/classrooms
- ❖ Ask about internet access in their schools/classrooms

Communicate via e-mail

- ❖ Add information about the e-edition sample to your email signature





Promote the e-edition

Position the e-edition as the SOLUTION not the ALTERNATIVE

- ❖ Missed delivery, wet papers, wrong quantity
- ❖ Missing chapters of a serial story
- ❖ Wants past articles about the election
- ❖ Can't locate a picture, article, ad
- ❖ Classroom going "green"



Make yourself available

Demonstrate the e-edition

- ❖ Conduct workshops
- ❖ Visit classrooms
- ❖ Present during faculty meetings, parent conferences, in-service days, etc.
- ❖ Provide an online e-edition course (virtual workshop)



What to present

21st Century Students

- ❖ Laptops, ipods, cell phones
- ❖ Emails, texts, blogs, podcasts
- ❖ MySpace, Facebook, Youtube

Highly recommend:

www.youtube.com Did You Know 4



Teacher benefits

Plan lessons/activities at school or home

Immediate access to past issues

Assign projects, homework, etc.

❖ Search/Archive capabilities

Control what the student is reading

No computers?

❖ Library, lab, teacher lounge





“The e-edition gives students a working medium they are already comfortable using – the internet”

