



Award-winning Content!

Bear Essential delivers only the best news to kids, classrooms and families each month, and provides Arizona students an unparalleled way to express themselves.

The mission of this literacy award-winning Arizona original is to educate, enrich and entertain young readers and families.

Since the newspaper first rolled off the press in September 1979, it has been distributed free of charge with about 80 percent of its circulation going directly to public and private schools.

A year later, the publication launched its journalism program for students to sharpen their writing and communication skills, and, more importantly, to give them a voice in the media.

- *Bear Essential News* provides informational text that's relevant and thought-provoking—a great springboard for class/peer discussion.
- The newspaper is 100-percent classroom friendly and appropriate for young readers.
- *Bear* offers free, standards-based classroom Work Sheets to go along with each new issue of the paper.
- Free classroom presentations by *Bear's* editors are available for schools or youth groups. Presentations cover writing and various aspects of reporting.

Some of *Bear Essential News's* award-winning content:
Monthly Main Feature—great for in-class reading and in-depth discussion.
News Highlights & In the Spotlight—*Bear's* news page.
Get the Scoop!—fun and informative news written by *Bear's* Young Reporters.

SPONSORED COLUMNS, TOO!—ask a sales representative if your business or organization is interested in sponsoring a monthly column.
Water Wise with CAP, Scien-Tastic!, Dr. JAW's Teacher of the Month, Letters to Boomer (Pizza Hut), **Wildlife World Zoo, Marvelous Minerals** (Tucson Gem & Mineral Society), **Did You Know?** (Phoenix Zoo), **Kids Make Cents** (Hughes Federal Credit Union), **Paw Prints** (Pima Animal Care Center), **TMC for Children, Regional Flood Control District, Girl Scouts** and **OrthoPros**.

The Young Reporters Program

Kids all over Arizona cover stories and write for *Bear Essential News!*

The Young Reporters Program is free and teaches kids in grades 3 through 8 the basics of journalism, sharpens their writing and gives them real-world experience. Stories appear in *Bear*



photo by Michael Todd

Essential News, Arizona's leading newspaper for young people and their families, and will be permanently posted on *Bear's* newly re-vamped website.

Students get to cover the news that interests them—hot happenings, important issues or any fun or cool subject that they come up with. Some assignments are given and usually go to the more experienced young journalists.

The program is now in its 36th year, and Young Reporters have gotten the scoop from presidents, governors, all-star athletes, world famous singers, actors and musicians. They've covered all sorts of science stories, fabulously fun family events and, most importantly, the news that happens around them—at their school, clubs and other community activities.

Beyond sharpening their writing and communication skills, the Young Reporters Program has worked wonders when it comes to kids' self-esteem.

Teachers or parents act as Young Reporter Advisers, helping students with story ideas and lightly editing their stories for submission. Young Reporters get everything they need to get started: an official YR Kit complete with press pass, reporter pad and a reporting guide called a stylebook.

At the beginning of the school year, kids new to the program can attend the annual Young Reporters Workshop to learn reporting basics!