

The New York Times

in COLLEGE

nytimes.com/edu

DISCOVER

ENGAGE

INSPIRE

“Were it left to me to decide whether we should have a government without newspapers, or newspapers without a government, I should not hesitate a moment to prefer the latter.”

Thomas Jefferson

January 17, 1787

Who We Are....

- The originators of the Newspaper in Education program
- 1,400 college programs nationwide – customized
- 2,300 faculty teaching with The Times
- 140,000 students reached in higher education daily

Why We Are Here....

- Introduce ways to incorporate The Times into curricula
- Review the multiple resources available
- Help inspire students' intellectual curiosity
- Engage students in becoming better informed citizens

Why The New York Times....

- Rigorous editing and fact-checking
Credible reporting by the largest newsroom staff in the country
- Newspaper format
Purposeful presentation of the news
- A living textbook
Vivid writing - Stimulating opinion - Breathtaking images

What We Continually Hear....

Educators strive for students to:

- Achieve global awareness and understand cultural diversity
- Read more, think critically and possess reflective thought
- Understand social relevance and become civically engaged
- Develop ethical behavior and leadership skills

Classroom Applications

Reading:

- *Current events questions and discussion*
- *Summarization of articles illustrating course content*

Analysis:

- *Compare editorial perspectives on current events*
- *Analyze issues as they evolve*

Writing:

- *Written and oral presentations on course-related topics*
- *Clipping projects, portfolios, one-page analyses*

Why The Print Version?

- Captures editors' daily judgment of the most important stories
- Tactile nature: portable, easily browsed, highlighted, shared
- Greater retention of information than via digital displays
- Serendipity of reading newspapers vs. single-subject web targeting

Value-Added Resources

- Times Talks discussions
- Support for campus activities and events
- Essay, video, photo, crossword contests
- Times reporter visits
- Digital resources

Online Resources

- <http://www.nytimes.com/edu>
Faculty resources and instructional strategies
- <http://www.nytimes.com/navigator>
Newsroom Navigator
- <http://www.nytimes.com>
Times Topics, videos, much more

Pricing

- Discounted education rates:
 - \$0.50 cents per copy*
 - \$2.50 Monday-Friday*
 - \$30 for a 12-week subscription*
 - *Complimentary subscriptions for requiring faculty*
- Individual Subscriptions
- Readership Programs

“Reading The Times daily has not only answered several of my questions about world issues, it has more importantly caused me to have even more questions.”

Winona Clark

Eastern Kentucky University student

English 102