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Public Relations for the
Education Industry

Dairy Dispatch

You Can Never Have Enough Cheese in Your News

Teddy Bear Beginnings

The creation and subsequent legend of the “Teddy Bear” are credited to a president and a cartoonist. Theodore Roosevelt was the inspiration for “Teddy,” but the reason for naming the popular stuffed toy after him is less well known. While in Mississippi to help settle a border dispute with Louisiana, President Roosevelt went bear hunting with his hosts. After an unsuccessful day, someone captured a bear and invited Roosevelt to shoot it, but Roosevelt refused to shoot at a helpless target. This story inspired cartoonist Clifford Berryman of *The Washington Post* to draw a cartoon called *Drawing the Line in Mississippi*, an image that illustrated the two ways Roosevelt drew a line – settling the border dispute and refusing to kill the captive bear.



The popularity of the cartoon, and the reaction to Roosevelt’s behavior was sensational. After the cartoon was widely reprinted, two storeowners created the “Teddy Bear” to honor the president’s actions.

Source:

www.teddybearandfriends.com/archive/articles/history.html

News To Give You Paws...

Adaptive Curriculum Wins 2009 Teachers’ Choice Award

Less than half the nation’s high school graduates are prepared for college-level math and science, according to the U.S. Department of Education. Since middle school is where students build foundational skills in these important subjects, teachers are looking for more effective ways to teach math and science. In recognition of Sebit, LLC’s efforts to help middle school teachers, the company has been honored with a 2009 Teachers’ ChoiceSM Award from *Learning*[®] magazine. Developed by Sebit, *Adaptive Curriculum* enhances learning in math and science for students in the middle grades. The online learning system contains more than 200 math and science *Activity Objects*, which package educational content as single-topic, interactive segments that can be used in a variety of learning environments. *Adaptive Curriculum* allows students to participate in virtual experiments, scientific inquiry exercises, and problem-based learning to help them improve in math and science. For more information, visit www.adaptivecurriculum.com.

Discovery, Siemens, NSTA, Announce Green Challenge

The Siemens Foundation, Discovery Communications and the National Science Teachers Association (NSTA) have joined together to inspire student achievement in sustainability through a comprehensive education initiative, the *Siemens We Can Change the World Challenge*. Designed to equip students with the tools and motivation to develop innovative green solutions for their schools, homes and communities, the *Challenge* will help transform participants into active citizens for a greener tomorrow. In September, the *Challenge* launches with a national middle school competition where teams of students will identify an environmental problem in their community, and research and recommend a reproducible environmental improvement program. The *Challenge* will expand to kindergarten and elementary school students in 2009, and to high school students in 2010. For more information, visit www.discoveryeducation.com.

Key Curriculum Press Named EdNET Award Finalist

For the past 37 years, Key Curriculum Press has had a significant impact on mathematics education. In honor of this achievement, the company has been selected as a finalist for the EdNET 2008 Impact Award. Sponsored by The Heller Reports, the Impact Award is part of the prestigious EdNET Industry Awards program that recognizes organizations that have made important contributions through their products and programs to the education industry in the past year. Key Curriculum Press is best known for the development and advocacy of dynamic mathematics software such as *The Geometer’s Sketchpad*[®], which has significantly improved student learning. EdNET Award winners will be announced on Sept. 16, 2008, during the EdNET Conference in Boston. For more information, visit www.EdNETconference.com or www.keypress.com.

Bear in Mind...

Curriki Launches Web Site with Improved Functionality

Curriki, an online community for creating and sharing open source K-12 curricula, announced the completion of phase one of its Web site redesign, part of the organization's ongoing efforts to provide an easy-to-use online collaborative environment for educators and learners worldwide. Designed to meet the needs of its members, the Web site offers new and improved features to enhance the user experience. Visitors are welcomed by an easy-to-use home page, which provides users with three ways to become an active member of the open source education community. Users can "Find" open source curricula and educational materials, "Contribute" their own high-quality content, and "Connect" through Groups with other educators and learners. New tutorial videos and tips offer additional support. To view the redesigned Web site, visit www.curriki.org.

Read Right Chooses Califone MP3 Player

Califone International, Inc., recently announced that Read Right Systems, Inc., an organization that developed an innovative methodology for improving reading skills, has selected the *Califone MP3 Player* to be used in the company's Read Right® program. Implemented in K-12 schools, correctional institutions, learning centers, and tutoring sessions nationwide, Read Right serves as an intervention program, improves workforce literacy, and helps to build skills with English as a second language and special needs students. A critical part of the program's methodology utilizes audio books, leveraging the ability to play back portions of the text to listen again to certain sounds and to practice specific skills. The *Califone MP3 Player* expands the user's ability to access text for reading, as any online MP3 file can be downloaded to the player. For more information, visit www.califone.com.

FCC Seeks Comment on Proposed E-rate Changes

Schools and libraries nationwide are preparing for possible changes to the E-rate program for the 2009-2010 school year. The Federal Communications Commission (FCC) recently issued a Notice of Proposed Rulemaking (NPRM), and the agency seeks public comment on a number of these proposed revisions to the E-rate program. The FCC is asking E-rate stakeholders to offer their opinions on whether costs for items such as Internet content filtering software, anti-virus software, anti-spam software, advanced firewalls, scheduling services, and telephone broadcast messaging should be discounted with the support of E-rate funding. Public comments on these changes must be submitted to the FCC by Sept. 18. Replies to submitted comments are due before Oct. 3. A summary of the NPRM is available at www.fundsforlearning.com/content/view/1148/89/.

ePals Starts Discussion about Social Networking

During the ePals Globally-Connected Classroom Conference in Boston, Mass., on July 15th, Studywiz Spark and ePals announced a strategic business alliance. The partnership will provide Studywiz Spark teachers and students with unique learning experiences by integrating ePals' safe and protected global learning community with the Studywiz Spark's Dynamic LearnSpace. From the Maine Learning Technology Initiative to implementations across the United Kingdom, Australia and around the world, users will be able to seamlessly elevate instruction by combining rich multimedia content, interactivity and protected, collaborative and personalized learning with others around the world. For more information, visit www.epalscorp.com.

Teddy Terminology

Excelsior – Shredded wood shavings used for stuffing teddy bears, also known as "wood-wool." Sounds crunchy when you squeeze it.

Fairy Foam – Foam used as a stuffing material during the 1960s.

Faux Fur – Plush fabric made of artificial fibers, also known as synthetic fur.

Mohair – Mohair fabric is made from hair of the angora goat, and is commonly used by "Bear Artists".

Series Bears – Bears made from the same pattern, usually numbered and released in limited numbers. Sometimes, the type of fabric fur they have will vary.

And Some Furry Facts

- The early bears were not so soft and huggable as later bears. Most were very stiff, with movable joints and serious faces.
- About the same time the teddy bear was born in the USA, it also was being created in Germany. The Steiff bears were brought to America by a toy merchant who, aware of the new U.S. craze, ordered 3,000 on sight.
- U.S. collectors purchased \$411 million worth of teddy bears in 1999.
- An avid teddy bear collector is an "arctophile," from the name of the brightest star in the Ursa Major ("Great Bear") constellation.
- Stuffed bears are used extensively in advertising around the world, and have been since they first appeared. America's initial ad featuring a teddy bear was in 1906, and Germany had been running similar ads for a few years before that.
- Forty percent of all adults still have their childhood teddy bear.
- A teddy bear collection is referred to as a "hug" of bears.
- It's estimated that there are more than 10,000 serious teddy bear collections worldwide.

Source:

www.squidoo.com/huggabear

Bearly Important People

Morris and Rose Michtom – These Brooklyn storeowners sold candy and penny items, but began making stuffed bears after Berryman’s cartoon. Their “Teddy Bears” were such a hot item that the Michtoms created the Ideal Toy Company in 1907.

Margarete Steiff – Margarete and her brother Fritz founded the Felt Toy Company to make felt clothing and animals. The company grew, and soon her bears were winning awards at the World Fair. In 1906, she renamed the business Margarete Steiff GmbH, and it is believed that Steiff made 975,000 bears in all.

Wendy Boston – Her company invented the screw-locked plastic eye, and created the first washable teddy bear.

Janet Changfoot – This 2000 British Bear Artist Award winner creates bears with distinctive airbrushed detail, and has gained an international reputation for her innovative and impressive craftsmanship.

Source: www.cymruted.com/html/people.html

Mark Your Calendar

EdNET 2008

September 14-16 • Boston, MA

T+L 2008

October 28-30 • Seattle, WA

FETC 2009

January 22-25 • Orlando, FL

CoSN 2009

March 11-12 • Austin, TX

NECC 2009

June 28-July 1 • Washington, D.C.

The Bear Facts...

Wisconsin Web Academy Chooses Aventa Curriculum

In August, the Wisconsin Department of Public Instruction (DPI) and Cooperative Educational Service Agency (CESA) 9 launched the Wisconsin Web Academy, which makes online courses available to students throughout the state. CESA 9 has been providing online courses directly to K-12 students for more than eight years through Wisconsin Virtual School. The agency is extending that program and working with the DPI to offer the Wisconsin Web Academy to all Wisconsin schools. Both the School and the Academy use Aventa Learning’s online curriculum for many courses. Aventa provides one of the largest, most diverse catalogs of online courses to help educational institutions broaden their curriculum offerings and provide individualized student instruction. The Academy offers 70 online high school and middle school courses including core curriculum, electives, and Advanced Placement subjects. Students taking online courses through the Academy remain enrolled in their home districts and receive course credit through their district. Go to www.aventallearning.com or www.wisconsinvirtuallschool.org.

New Modules Added to PBS TeacherLine Peer Connection

PBS has made significant improvements to PBS TeacherLine® Peer Connection to enhance the user experience for coaches and teachers, improving the way the content is viewed, and offering professional development modules. Peer Connection is an online suite of multimedia resources, instructional strategies, and tools that support educators who provide ongoing, job-embedded teacher professional development. School-based coaches can build a customized, practical professional development program for teachers whether they support teachers face-to-face, online, or using a blended approach. In response to coaches’ requests, PBS created eight professional development modules for coaches and mentors – with 40 more in development. These modules address topics such as facilitating data-driven instruction, differentiated instruction, establishing trust and improving communication, facilitating discussion about technology, and instructional coaching roles. Visit www.pbs.org/teacherline/peerconnection for more details.

Trillion Provides Priority 1 E-rate Eligible VoIP Services

Nationwide, districts are implementing VoIP systems to save on telecommunication infrastructure and service costs. Additionally, the federal E-rate program provides districts a way to secure critical school funding for VoIP. VoIP services are categorized as Priority 1 E-rate eligible; VoIP system purchases and maintenance are Priority 2. The E-rate program funds all Priority 1 services first, followed by Priority 2 requests. Districts eligible for the largest discounts receive the highest priority until the money is depleted. In the past, the E-rate program funded the entire Priority 1 category, but only a portion of Priority 2, leaving many districts unable to depend on this money. Trillion provides Priority 1 E-rate eligible VoIP services, which don’t require large capital outlay and include 24/7 monitoring, easing the burden for over-worked district IT departments. To obtain a white paper on the topic, “Understanding Priority 1 VoIP Services Versus a Priority 2 VoIP Purchase,” contact Kristen Plemon (kristen@cblohm.com).



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Grin and Bear It...

Fourier Launches Science Matching Grant Program

Giving educators an opportunity to create and implement a science classroom supported by technology, Fourier Systems launched the Computing Science Exploration Grant Program. Open for submissions through Jan. 1, 2009, the program will award one recipient and three runners-up. Fourier Systems will match the contribution of the applicant up to a \$7,500 value (approximate cost of 15 Nova5000s, for a total of up to 30 Nova5000s). As well as being able to equip an entire science and math computing classroom or lab, the recipient also will receive a \$500 voucher for selection of any probeware offered by Fourier Systems (more than 65 probes for conducting science experiments to choose from). Three runners-up will receive a \$500 voucher for Fourier Systems probeware. For more details, visit www.fourier-sys.com. Entrants must complete an award application at <http://www.nova5000.com/science-grant/application.php#rollbar-pane-0>.

SIIA Hosts Annual Ed Tech Business Forum

The Software & Information Industry Association (SIIA) Education Division will be hosting the 8th Annual Ed Tech Business Forum (ETBF) this year on Dec. 1-2, 2008, at the Princeton Club in New York City. Highlighted as the leading business and finance conference for the K-12 and post-secondary education technology market, ETBF will be attended by senior management teams from education software companies, platform technology firms, solution providers and distributors, publishers, financial analysts, private equity firms, and venture capitalists. Attendees will have the opportunity to network with the industry's new innovators and experienced veterans; gain insight on the financial criteria that can help drive company valuation and attract investment; discover ways to help their companies grow; learn about financing options; and meet with potential business partners and investor. For more information and to register as press, visit www.sii.net/etbf/2008.

West Muskingum District in Ohio Selects STIAssessment

Educators in the West Muskingum School District in Zanesville, Ohio, will soon reap the benefits from up-to-date information on student achievement provided throughout the school year. The district selected STIAssessment, a web-based formative assessment creation and data tracking system, and signed a three-year contract with STI that includes product training and support. STI, an industry leader in education data management, rolled out the system to West Muskingum Middle School during the spring of the 2007-2008 school year. The rest of the district will soon follow. Formative assessment development and using data to drive instruction was the focal point of the middle school's professional development programs last year. Teachers implemented the short-cycled assessments they developed, and then closely analyzed the data to monitor student progress. Teachers across grade levels and content areas were able to design future instruction to better meet the needs of students. Go to www.sti-k12.com for more information.

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Teddy Timeline

1906 – With President Roosevelt still in the White House, the initial Teddy Bear fad peaks in the USA.

1926 – British author A.A. Milne writes *Winnie-the-Pooh*.

1932 – British songwriters Jimmy Kennedy and John W. Bratton compose The Teddy Bears' Picnic song.

1957 – Elvis Presley has another No. 1 hit with *Teddy Bear*. Worshipful fans flood him with thousands of the toys.

1959 – British author Michael Bond writes the first Paddington Bear book.

1972 – Radar O'Reilly's teddy bear on *M*A*S*H* becomes a symbol of human resiliency against the scourge of war.



1984 – More than 17 million Care Bears are sold.

1985 – Imaginary conversations with your teddy bear become past tense; more than 1 million speaking *Teddy Ruxpins* are sold.

1993 – The biggest teddy bears picnic ever; in attendance are 9,750 bears and owners in New Zealand.

1995 – After the bombing of the federal building in Oklahoma City, teddy bears become a totem of public bereavement, held tight by adults and children alike. They re-emerged in force after the 1997 death of Princess Diana, and the attacks of Sept. 11, 2001, when they were passed out at Ground Zero by a group called TeddyCares.

2000 – At a charity auction sale in Monaco, a South Korean businessman pays \$210,000 for a brand-new Steiff bear wearing Louis Vuitton clothes and accessories.

Source:

www.content4reprint.com/hobbies/collecting/teddy-bear-facts.htm