NEW!

From Fountas & Pinnell

Everyday Literacy

Because there's always a reason to read.

scholastic.com/everydayliteracy
Dear Educator,

We all know that disinterested students are less successful students. That’s one of the reasons why we developed Everyday Literacy: to engage students with relevant texts they experience in real life. Texts like maps, menus, directions, even advertisements.

Everyday Literacy is the game-changing new program that promises to take reading from the theoretical to the practical. Developed by renowned educators Dr. Irene Fountas and Dr. Gay Su Pinnell, Everyday Literacy helps K-6 students interact with different text types — including Expository, Persuasive and Procedural texts — in ways that are tangible and meaningful.

Perfect for whole-class instruction, each Everyday Literacy grade-level set comes with a comprehensive collection of real-world, age-appropriate texts and teaching resources. Everyday Literacy will help you bring real-world text into the classroom, and real success to your readers.

Sincerely,

Jessica Cole
Senior Director, Scholastic Inc.
Why does informational text matter?

“There is the currency of Democracy.”
~Thomas Jefferson

Research shows the importance of exposing students to a wide variety of Informational Text and its direct connection to student’s future success. Students are successful when they understand that texts serve a wide range of “functional” purposes and we help them navigate the everyday literacy practices that will ease their travel into the world beyond the classroom.

4 reasons why everyday text matters in the classroom

1. Real-life reading takes so many forms, from menus to maps to manuals and so much more.
2. Research shows that access to different texts influence comprehension skills.
3. Common Core Standards call for more informational text than ever before.
4. Many students actually prefer informational text.

About the Authors

Dr. Irene Fountas is a literacy expert and has many years of classroom experience in the U.S. and abroad. She co-authored the Scholastic Guided Reading Content Areas, Fiction and Text Types Programs. She is a professor at Lesley University in Cambridge, Massachusetts, where she is also the director of the Center for Reading Recovery and Literacy Collaborative, which offers Professional Development around the world.

Dr. Gay Su Pinnell is one of America’s leading authorities on literacy. She created Scholastic’s Guided Reading Nonfiction program, and co-authored the Guided Reading Content Areas, Fiction and Text Types Programs. She is a Professor in the School of Teaching and Learning of Ohio State University College of Education. Dr. Pinnell has received the Ohio Governor’s Award for service to education and numerous other honors.

For more information or to place an order call 1-800-387-1437
There may be no better, more efficient way to build world knowledge and an extensive vocabulary than processing lots and lots of informational text. Since informational text is written to convey key facts about the natural and social world and often contains a highly specialized vocabulary, it provides a jump start to building both a robust vocabulary and wide-ranging conceptual knowledge for even very young children.

~ Duke & Carlisle, 2011

Multiple literacies, including digital, visual, textual, and technological, have now joined information literacy as crucial skills for this century.

~ American Association of School Librarians
We’ve got text—in abundance—and much of it is informational in nature. As UC Berkeley researchers Peter Lyman and Hal Varian, both with the School of Information Management and Systems, observe: “It is clear that we are all drowning in a sea of information. The challenge is to learn to swim in that sea rather than drown in it. Better understanding and better tools are desperately needed if we are to take full advantage of the ever-increasing supply of information…”

Consider these statistics:

• Information is exploding exponentially. According to the International Data Corporation (IDC), by 2011 the digital universe will be ten times the size it was in 2006, and the amount of new technical information is doubling every 72 hours (Darling-Hammond, 2010).

• 84% of parents say their child must handle far more information than they had to as a child (Scholastic Kids & Family Reading Report, 2010).

• Most of the reading we do now involves highly visual digital texts read nonlinearly and selectively (Greenhow, Robelia, & Hughes, 2009; 96% of websites contain nonfiction informational text (Kamil & Lane, 1998)).

• Ten years ago, Web usage was focused on an academic information exchange; today, the most popular sites are dynamic, interactive, and cover multiple areas such as e-commerce, entertainment and communication (Weinreich et al., 2008).

• The amount of information that we can transmit over optical fibers doubles every nine months; all the books ever written can be transmitted over an optical fiber the width of a human hair in just a couple of seconds (Paschotta, 2008 as reported in Trilling & Fadel, 2009).

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10 Types of Real-World Texts

Expository Texts

Restaurant menus teach students how to order foods and beverages, along with magazine articles, fact books, and guidebooks that help students understand how to read organized, expository texts.

1. FACT BOOKS
2. GUIDEBOOKS
3. MAGAZINE ARTICLES
4. MENUS

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Real-World Texts

**Procedural Texts**
Invitations, charts and game directions provide an opportunity for students to navigate through procedural texts.

5. INVITATIONS & BROCHURE
6. CHARTS
7. INTERNET GAMES
8. GAMES & DIRECTIONS

**Persuasive Texts**
Ads, brochures and catalogs are excellent tools for teaching students how to recognize and respond to persuasive language.

9. ADS
10. CATALOGS
Each Grade-Level Set includes:

- 10 different “Real-World” texts (25 Copies of each*)
- 10 teaching cards
- 1 professional guide
- Interactive Whiteboard CD-ROM
- Storage bins

Everyday Literacy ‘real world’ student materials are not consumables. Most items are printed on Tyvek® which is:

- Lightweight and exceptionally durable
- Rip, tear and puncture-resistant
- Water and moisture resistant
- 100% Recyclable

<table>
<thead>
<tr>
<th>Type</th>
<th>Title</th>
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<tr>
<td>fact book</td>
<td>My World: A First Picture Dictionary</td>
</tr>
<tr>
<td>guidebook</td>
<td>A Guide to Dogs</td>
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<tr>
<td>magazine article</td>
<td>Meet the Safety Helpers</td>
</tr>
<tr>
<td>menu</td>
<td>Mother Goose Restaurant</td>
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<tr>
<td>invitation/brochure</td>
<td>Jake’s Spaceship Birthday Party</td>
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<tr>
<td>chart</td>
<td>How to Make a Bird Feeder / What Birds Do You See?</td>
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<tr>
<td>internet game</td>
<td>Emily Elizabeth Goes to School</td>
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<td>game &amp; directions</td>
<td>Community Helpers Lotto</td>
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<td>ad</td>
<td>Children’s Discovery Museum</td>
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<tr>
<td>catalog</td>
<td>C.J. Toy Street</td>
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</table>
### GRADE 1

**Growing & Changing**

- **fact book**: My First Fact Book of Living Things
- **guidebook**: Fly! Crawl! Hop! A Guide to Insects
- **magazine article**: A Joey Grows Up
- **menu**: Plant-astic Café
- **invitation/brochure**: Botanic Gardens and Treasure Hunt
- **chart**: Get Up and Go! / Go! Go! Go!
- **internet game**: Root Race
- **game & directions**: Animal Match
- **ad**: Pet Robots
- **catalog**: The DVD Store

### GRADE 2

**Water World**

- **fact book**: Water World A Fantastic Fact Book!
- **guidebook**: Clouds: A Guide for Weather Watchers
- **magazine article**: Just Add Water
- **menu**: Water World Snack Bar
- **invitation/brochure**: City Center Aquarium and Scavenger Hunt
- **chart**: Let’s Make Some Rain/ The States of Water
- **internet game**: Somethin’ Fishy
- **game & directions**: To the Pond
- **ad**: Northern Whale Watch Tours
- **catalog**: Weather Wear

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Field Trip USA

- fact book: Fast Facts About the 50 States
- guidebook: Extreme Sites: A Guidebook
- magazine article: Building History
- menu: Sally’s U.S.A. Kitchen
- invitation/brochure: Hike the Appalachian Trail
- chart: How to Plan a Trip / Planning for Adventure
- internet game: Puzzled States
- game & directions: Great Landmarks Race
- ad: Visit Yellowstone National Park
- catalog: American Treasures

World Wide GPS

- fact book: Scholastic Almanac 2011 Facts & Stats
- magazine article: Paris Goes Green
- menu: Around the World Café
- invitation/brochure: Discover Genghis Khan's Mongolia
- chart: How to Travel the World/Plan Your Trip to China
- internet game: Mapman Game
- game & directions: Tour the World
- ad: Time Zones of the World Watch
- catalog: Smart Spy Catalog

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Interactive White Board

Each grade-level set of Everyday Literacy includes an Interactive Whiteboard CD-ROM that is meant for both whole class instruction and for students to work individually or in groups. Each lesson on the Interactive Whiteboard CD-ROM is directly aligned to the Teaching Cards, making up a total of 10 lessons for each grade level. Also, each lesson is divided into 3 sections: instruction, review, and activity.
Each set of Everyday Literacy includes 10 teaching cards per grade level that focus on vocabulary, text types features to notice, as well as discussion topics to deepen inquiry and comprehension, and much, much more.
Everyday Literacy aligns to NAEP’s Informational Text matrices for the following:

- **Exposition** – presenting information, providing explanations and definitions, and comparing and contrasting

- **Procedural Texts and Documents** – conveying information in the form of directions for accomplishing a task. Composed of discrete steps to be performed in a sequence. How-to graphical representations: tables, application forms, lists, pie graphs, maps, etc.

- **Argumentation and Persuasive** – seeking to influence through appeals that direct readers to specific goals or try to win them to specific beliefs; editorials, advertisements, brochures, etc.

**Everyday Literacy and Common Core State Standards focus on:**

### Reading Standards for Literature
- Key Ideas & Details
- Craft & Structure
- Integration of Knowledge & Ideas
- Range of Reading & Complexity
- Reading Standards for Informational Text
- Key Ideas & Details
- Craft & Structure
- Integration of Knowledge & Ideas
- Range of Reading & Complexity

### Reading Standards Foundational Skills
- Print Concepts
- Phonological Awareness
- Phonics & Word Recognition
- Fluency
- Writing Standards
- Types of Text & Purpose
- Production & Distribution of Writing
- Research to Build & Present Knowledge
- Range of Writing

### Speaking & Listening Standards
- Comprehension & Collaboration
- Presentation of Knowledge & Ideas
- Language Standards
- Conventions of Standard English
- Knowledge of Language (begins in Grade 2)
- Vocabulary Acquisition & Use
When students connect the dots to everyday life, their interest increases, and so does their reading success.