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.
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.

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

4 reasons why everyday text matters in the classroom
1. Real-life reading takes so many forms, from menus to maps to instruction booklets and so much more.
2. Research shows that access to different texts influences 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.
The Research

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

~ American Association of School Librarians

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
The research
A Sea of Information

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).
Procedural Texts

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

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

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>FACTBOOK</th>
<th>My World: A First Picture Dictionary</th>
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<tbody>
<tr>
<td>GUIDEBOOK</td>
<td>A Guide to Dogs</td>
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<tr>
<td>MAGAZINE ARTICLE</td>
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<td>MENU</td>
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<td>INVITATION/BROCHURE</td>
<td>Jake’s Spaceship Birthday Party</td>
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<td>CHART</td>
<td>How to Make a Bird Feeder / What Birds Do You See?</td>
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<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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<td>CATALOG</td>
<td>C.J. Toy Street</td>
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### GRADE 3: Habitats

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<tr>
<th>FACTBOOK</th>
<th>Habitats Fast Facts</th>
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<tr>
<td>GUIDEBOOK</td>
<td>Guide to Plants and Animals of the Sonoran Desert</td>
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<tr>
<td>MAGAZINE ARTICLE</td>
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<td>MENU</td>
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<td>INVITATION/BROCHURE</td>
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<td>CHART</td>
<td>How to Make a Terrarium / Terrarium Plants and Animals</td>
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<td>INTERNET GAME</td>
<td>The Great Habitat Match-Up</td>
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<td>AD</td>
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<td>CATALOG</td>
<td>Habitats Adventure Gear</td>
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### GRADE 4: Animal Planet

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<th>Amazing Animal Facts</th>
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<tr>
<td>GUIDEBOOK</td>
<td>Guide to Owls of North America</td>
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<td>MAGAZINE ARTICLE</td>
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<td>MENU</td>
<td>Harry’s Herbivore Delight</td>
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<td>INVITATION/BROCHURE</td>
<td>Kalahari Dreams</td>
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<td>CHART</td>
<td>How to Make a Photo Journal / Kinds of Photo Journals</td>
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<td>INTERNET GAME</td>
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<td>GAME &amp; DIRECTIONS</td>
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<td>Welcome to the Cryptids Club</td>
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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.

Instruction

Review

Activity

Grade 1 sample shown

Vocabulary and Text Type features to notice
For more information or to place an order call 1-800-387-1437

Teaching Cards
Each set of Everyday Literacy includes 10 teaching cards per grade level that focus on vocabulary, text types, features, 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
**SHIP TO:**

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| SCHOOL |

| SCHOOL ADDRESS |

| CITY | STATE | ZIP CODE |

| TITLE | GRADE(S) | TEACHING SINCE |

*By providing your email address, you are permitting Scholastic Inc. to send you information via electronic mail.

**BILL TO (if different):**

| NAME | TELEPHONE |

| ADDRESS |

| CITY | STATE | ZIP CODE |

**PAYMENT METHOD**

- [ ] Check or Money order enclosed
- [ ] Charge my:  
  - [ ] Mastercard  
  - [ ] VISA  
  - [ ] American Express  
  - [ ] Discover
- [ ] Bill me
  (Applies only to orders of $25 or more. School address only.) If you are being billed, please provide the following information:

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**Total**

**Shipping/Handling 9%; $2.25 minimum**

**Sales Tax**

**State law requires that sales tax be added to your order unless we have a sales tax exemption certificate on file. If tax has been added to your order and you are exempt from sales tax, please fax your sales tax exemption certificate to: Scholastic Inc. 1-800-560-6815 or mail to Scholastic Inc. 2031 E. McCarty St., Jefferson City, MO 65101.**

**The Scholastic Guarantee:**

Every Scholastic product is unconditionally guaranteed. If for any reason you are not completely satisfied, contact us within 30 days, and we will credit your account, no questions asked.

For more information or to place an order call 1-800-387-1437
When students connect the dots to everyday life, their interest increases, and so does their reading success.