



Welcome to Scholastic Professional, where our new look is more than web-deep. Building on our 80-year reputation as the most trusted name in education, we continue our service to teachers, children, and schools in fresh and innovative ways—indeed, our operative word these days is *new*.

### **New Authors!**

*Scholastic Professional* is proud to welcome to its author team exemplary educators Nancy Akhavan, Pam Allyn, Nancie Atwell, Jim Blasingame, Jim Burke, Vicki Benson Castagna, James Crawford, Pat Dragan, David and Yvonne Freeman, Elaine Garan, Stephen Krashen, Barry Lane, Marjorie Lerner, Denise Leograndis, Marjorie Lipson, Margaret Moustafa, Evan Robb, Katharine Samway, and Dorothy Taylor. We're also pleased to announce the triumphant return of Richard Gentry, Lester Laminack, and Michael Opitz as well as Ralph Peterson and Maryann Eeds, whose updated edition of the widely used and much admired *Grand Conversation: Literature Groups in Action* will publish soon.

In the months ahead these authors and many others will guide, inspire, and delight you with the best of their classroom-informed research and invaluable practical advice.

### **New Topics!**

While we continue our tradition of bringing you the best thinking about reading and writing, teaching and learning, we're also branching out into topics that reflect changes in our profession, including these:

- **English Language Learners**

Dr. David Freeman and Dr. Yvonne Freeman tell us that in 2004 one in every ten American school children was an English language learner, with every state in the union recording gains in its ELL population. In response, we're fast developing a number of books that offer breakthrough thinking about how best to support students' heritage languages as they work hard to acquire their target language, English. The Freemans, leading educators in the field of second language acquisition, bring you the wealth of their knowledge in *English Language Learners: The Essential Guide*. Joining the Freemans in this line you'll find the take-into-your-classroom-and-use book, *Breakthrough Strategies for English Language Learners, Grade K-5* and its companion volume for *Grade 6 and Beyond* by Katharine Samway and Dorothy Taylor. Stephen Krashen, who revolutionized our understanding of second language acquisition, is joined by visionary writer James Crawford in their easy-to-use *English Learners in Our Classrooms: 101 Answers, 101 Questions*.

- **Professional Leadership**

Coaches have moved from the playing field to the classroom as schools and districts embrace professional learning communities. In the academic arena, coaches involve teachers at all levels of experience and knowledge in dialogue and collaboration that lead to coordinated decisions about instruction. But even those schools without designated coaches are finding ways to make significant gains in their professional growth. Teachers form study groups and, with the aid of exemplary books and resources, shape and refine their own professional learning. To aid in this effort—and to assist anyone called upon to assume a leadership role—we introduce *Tools for Leaders: Indispensable Graphic Organizers, Protocols, and Planning Guidelines for Working and Learning Together* by Marjorie Larner, who has worked for more than a decade as a professional coach. We’re also addressing the role of principals in school leadership with two new books: *The Principal's Essential Guide to Literacy in the Elementary School* by Timothy Rasinski and others and *The Principal's Practical Guide to Effective Leadership* by Evan Robb.

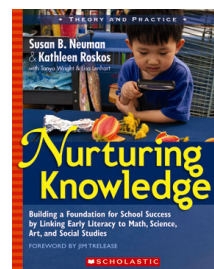
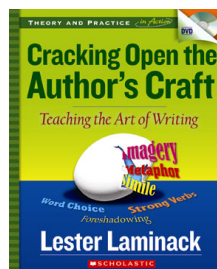
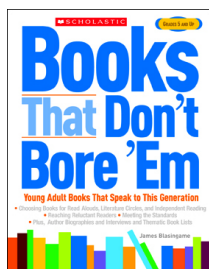
### New Formats!

We recognize that educators’ lives are growing increasingly complicated as they strive to address the new demands of classroom teaching now often governed by federal mandates, state standards, and local guidelines. To that end, we aim to offer concise, cutting-edge research and classroom-ready practices in the most accessible manner possible, often aided by DVD, Web downloads, podcasts and the like. Look for start-anywhere, read-in-any-direction guides to the essential information you need immediately in two new books: 1) Elaine Garan, *Smart Answers to Tough Questions: What Do You Say When You’re Asked About Fluency, Grammar, Vocabulary, SSR, Tests, Support for ELLs, and More;* and 2) Lester Laminack, *Cracking Open the Author’s Craft: How to Teach the Art of Writing*, an integrated book and DVD.

Both books offer a lively format that makes for easy, engaging reading and offers instant critical aid and comfort.

### New Covers!

Our art director Jaime Lucero works directly with authors and editors to create unique, eye-popping covers that serve to reflect each book’s unique content and draw widespread, enthusiastic attention. At *Scholastic Professional*, we believe you **can** judge a book by its cover.



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## ANYONE CAN PODCAST!

As the *Washington Post* recently reported, even children in early grades are using their iPods to create podcasts, or online radio shows, and post them to school sites. The curricular possibilities are endless (see the *Post* article for suggestions from students themselves), and the technology motivates even the most reluctant learners. At the web site below you'll find a free tutorial on four basic steps to podcasting.

<http://www.how-to-podcast-tutorial.com/00-podcast-tutorial-four-ps.htm>

Read the *Post* article at <http://tinyurl.com/ad59s>

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## MAJOR STUDY OF RESEARCH ON WRITING INSTRUCTION

In late October the Alliance for Excellent Education issued “Writing Next,” a report that addresses the need for better writing instruction in middle and high schools. At <http://www.all4ed.org/publications/WritingNext/WritingNext.pdf> you can read the full report and examine 11 elements the study considers essential to good writing instruction.

In the *Education Week* article linked below, former NCTE president Randy Bomer criticizes the report for drawing only on experimental research studies and ignoring case studies, ethnographies, and other forms of classroom-based research that have been rich sources of information about how children learn to write.

<http://www.edweek.org/ew/articles/2006/10/25/09write.h26.html> (free registration required to access the article)

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## AUTHOR WEB SITE

Like many great teachers, Scholastic author Ruth Culham (known to many as “The Trait Lady”) is also an avid reader. At <http://www.culhamwriting.com/staff/reading> you'll find Ruth's newsy notes on her recent reading, which includes children's literature and professional books as well as those she reads for her own enjoyment. Ruth's new Fall picks are up, and the previous annotations are archived and easily accessible.

COMING IN DECEMBER: Ruth's *Trait Crates*, in three separate editions, for grades 3, 4, and 5. Each crate is anchored by Ruth's best-selling book, *Using Picture Books to Teach Writing with the Traits*, and also contains six picture books, six teaching guides, 12 transparencies, and six full-color posters, packaged with handy hanging folders to help you stay organized.

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## SCIENTISTS HOPE TO HARNESS POWER OF VIDEO GAMES FOR LEARNING

Will video games redefine education? According to the Associated Press, the Federation of American Scientists recently released a report calling for federal research into channeling the power of these addictive toys into new applications designed to support classroom learning.

[http://seattletimes.nwsourc.com/html/education/2003309887\\_videogames18.html](http://seattletimes.nwsourc.com/html/education/2003309887_videogames18.html)

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## SUPPORT FOR RECESS

Drawing on a growing body of research that points to the benefits of "free child-centered play," the American Academy of Pediatrics recently released a report that suggests recess can foster creativity and social skills. The national PTA has also organized a campaign to support recess.--reported in the *Wall Street Journal*, October 10, 2006

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## GREAT WEB SITES FOR KIDS

At <http://www.ala.org/greatsites> you'll find the America Library Association's Great Web Sites for Kids, with links categorized by curriculum areas and topics. You can also download and print a brochure about the site for kids to take home or for you to distribute at Parents Night or Open House at your school.

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