

# TARGET DATE

## Target Date-Explanation and Directions

Teachers should become familiar with the procedures used in Target Date and explain the benefits to students: Target Date allows students to compare newspapers from around the state and nation.

1. Students must select a specific date and then write to different newspapers requesting single copies of that day's newspaper.
2. Through comparisons, students will better understand the similarities and differences in people, their day-to-day lives, economics, geography, weather and government.

Here are specific steps to follow for requesting newspapers to use with the activity "Charting the Results."

1. Select a date— only one date in the future should be selected. Be sure the date is more than 3 weeks away so there is time to write letters.
2. Contact your local newspaper and ask the NIE program to help provide a classroom set of newspapers on the date selected – one for each student.
3. Select cities or newspapers—Use the most recent list of Target Date newspapers (see below)
4. Have students write to the newspapers—Have a student send a request to one newspaper. Send the requests in advance of the date selected. Direct requests to the department listed on the Target Date list, usually Newspapers in Education, Educational Services or Circulation. In the letter, explain the purpose for the request and ask the newspaper to send a single copy of the paper for the specific date. Have the newspaper send the newspaper to the student at the school address. Be sure the student gives the complete school address and includes the teacher's name in the address.
5. Have students send thank you notes back to the newspaper who sends a Target Date newspaper—A thank you letter is appropriate and provides an excellent writing opportunity for the students.
6. Establish a context for each Target Date newspaper—On maps, locate the towns and cities where the newspapers are published. Look in the newspaper for information about the community. Use other resource materials to learn about the community.

Follow-up: Have students compare and contrast the printed newspapers with their hometown newspaper. Also compare the printed newspapers to their online editions. For national newspapers see below, or direct students to Newspaper Websites under Directories on the Newspaper Association of American Web site: [www.naa.org](http://www.naa.org)

### **Target Dating-Participating Newspapers**

#### **Arkansas**

Glenda Terry

*The Sentinel-Record*

P.O. Box 580

Hot Springs, Arkansas 71902

[www.hotsr.com](http://www.hotsr.com)

[nie@hotsr.com](mailto:nie@hotsr.com)

#### **Colorado**

Newspaper in Education Coordinator

Debra Dobbins

*The Daily Sentinel*

734 South Seventh Street

Grand Junction, Colorado 81501

[www.gjsentinel.com](http://www.gjsentinel.com)

[nie@gjsentinel.com](mailto:nie@gjsentinel.com)

Kelly Brace

*The Pueblo Chieftain*

P.O. Box 36

Pueblo, Colorado 81002

[www.chieftain.com](http://www.chieftain.com)

[nie2@chieftain.com](mailto:nie2@chieftain.com)

Cindy Piller

*Times-Call*

P.O. Box 299

Longmont, Colorado 80502

[www.times-call.com](http://www.times-call.com)

[cpiller@times-call.com](mailto:cpiller@times-call.com)

**Illinois**

Newspaper in Education Coordinator

Amy Albers

*Jacksonville Journal Courier*

235 W. State Street

Jacksonville, Illinois 62650

[www.myjournalcourier.com](http://www.myjournalcourier.com)

[aabers@myjournalcourier.com](mailto:aabers@myjournalcourier.com)

Newspapers in Education

Heather Close

*Journal Star*

1 News Plaza

Peoria, Illinois 61643

[www.pjstar.com](http://www.pjstar.com)

[hclose@pjstar.com](mailto:hclose@pjstar.com)

**Indiana**

Starr Anderson

*The Lebanon Reporter*

117 E. Washington Street

Lebanon, Indiana 46052

[www.reporter.net](http://www.reporter.net)

[starr.anderson@reporter.net](mailto:starr.anderson@reporter.net)

**Kentucky**

Newspaper in Education Coordinator

Candi Campbell

*The Advocate Messenger*

P.O. Box 149

Danville, Kentucky 40423-0149

[www.amnews.com](http://www.amnews.com)

[ccampbell@amnews.com](mailto:ccampbell@amnews.com)

Kriss Johnson

Educational Outreach Manager

*Lexington Herald-Leader*

100 Midland Ave.

Lexington, KY 40508

[www.nieconnects.com](http://www.nieconnects.com)

[www.kentucky.com](http://www.kentucky.com)

[kjohnson1@herald-leader.com](mailto:kjohnson1@herald-leader.com)

**Massachusetts**

Mary Ellen McSheffrey  
*Boston Herald*  
One Herald Square  
Boston, Massachusetts 02118  
[www.bostonherald.com](http://www.bostonherald.com)  
[mmcsheffrey@bostonherald.com](mailto:mmcsheffrey@bostonherald.com)

Kathy Powell  
*The Sun Chronicle*  
34 So. Main Street  
P.O. Box 600  
Attleboro, Massachusetts 02703  
[www.thesunchronicle.com](http://www.thesunchronicle.com)  
[kpowell@thesunchronicle.com](mailto:kpowell@thesunchronicle.com)

Newspaper in Education Director  
Laurel Gardner  
*Daily Hampshire Gazette*  
P.O. Box 299  
Northampton, Massachusetts 01061  
[www.gazettenet.com](http://www.gazettenet.com)  
[lgardner@gazettenet.com](mailto:lgardner@gazettenet.com)

**Michigan**

Cassandra Kent  
*Herald Palladium*  
3450 Hollywood Road  
Saint Joseph, Michigan 49085  
[www.theh-p.com](http://www.theh-p.com)  
[ckent@heraldpalladium.com](mailto:ckent@heraldpalladium.com)

**Missouri**

Brandon Grose  
*The Sedalia Democrat*  
700 S. Massachusetts  
Sedalia, Missouri 65301  
[www.sedaliademocrat.com](http://www.sedaliademocrat.com)  
[brandongrose@sedaliademocrat.com](mailto:brandongrose@sedaliademocrat.com)

**Montana**

Newspaper in Education Coordinator

Mary Gerber

*The Missoulian*

P.O. Box 8029

Missoula, Montana 59807

[www.missoulian.com](http://www.missoulian.com)

[mgerber@missoulian.com](mailto:mgerber@missoulian.com)

**Nevada**

Susan Knoll

*Las Vegas Review Journal*

1111 West Bonanza Road

Las Vegas, Nevada 89106

[www.rj.com](http://www.rj.com)

[sknoll@reviewjournal.com](mailto:sknoll@reviewjournal.com)

**New Mexico**

Newspaper in Education Director

Dianne Campbell

*Albuquerque Journal*

7777 Jefferson NE, P.O. Drawer J-T

Albuquerque, New Mexico 87103

[www.abjournal.com](http://www.abjournal.com)

[dcampbell@abqubco.com](mailto:dcampbell@abqubco.com)

**Nebraska**

Newspaper in Education Coordinator

Tammi Peterman

*The Journal Star*

926 P Street

Lincoln, Nebraska 68508

[www.journalstar.com](http://www.journalstar.com)

[tpeterman@journalstar.com](mailto:tpeterman@journalstar.com)

**New York**

Greg Stapleton

Education Manager, Times Union

Director, Classroom Enrichment Program

News Plaza, Box 15000

Albany, NY 12212

[www.timesunion.com](http://www.timesunion.com)

[www.classroomenrichment.org](http://www.classroomenrichment.org)

[gstapleton@classroomenrichment.org](mailto:gstapleton@classroomenrichment.org)

Valerie Bailey  
*The Daily Mail* – Catskill  
*Register-Star* – Hudson  
P.O. Box 635  
Hudson, NY 12534  
[www.dailymail.net](http://www.dailymail.net), [www.registerstar.com](http://www.registerstar.com)  
[vbailey@registerstar.com](mailto:vbailey@registerstar.com)

Newspaper Sales Coordinator  
Julie McCarthy  
*The Post-Journal*  
15 W. Second Street  
Jamestown, New York 14702  
[www.post-journal.com](http://www.post-journal.com)  
[jmccarthy@post-journal.com](mailto:jmccarthy@post-journal.com)

Jayne Stephens  
*Democrat & Chronicle*  
55 Exchange Blvd.  
Rochester, NY 14614  
[www.democratandchronicle.com](http://www.democratandchronicle.com)  
[nie@democratandchronicle.com](mailto:nie@democratandchronicle.com)

Jerry McGovern  
*Press-Republican*  
P.O. Box 459  
Plattsburgh, New York 12901  
[www.pressrepublican.com](http://www.pressrepublican.com)  
[jmcgovern@pressrepublican.com](mailto:jmcgovern@pressrepublican.com)

Mary Sawyer  
Watertown Daily Times  
260 Washington Street  
Watertown, NY 13601  
[www.watertowndailytimes.com](http://www.watertowndailytimes.com)  
[msawyer@wdt.net](mailto:msawyer@wdt.net)

**North Carolina**  
Eban Kea  
*The Daily Reflector*  
P.O. Box 1967  
Greenville, North Carolina 27835  
[www.reflector.com](http://www.reflector.com)  
[ekaa@coxnc.com](mailto:ekaa@coxnc.com)

Jean House  
*The News & Observer*  
215 S. McDowell Street  
Raleigh, NC 27612  
[www.newsobserver.com](http://www.newsobserver.com)  
[jhouse52@nando.com](mailto:jhouse52@nando.com)  
Cost: no charge, weekday only

Carole Ireland  
*Winston-Salem Journal*  
418 N. Marshall Street  
Winston-Salem, North Carolina 27101  
[www.journalnow.com](http://www.journalnow.com)  
[lireland@wsjournal.com](mailto:lireland@wsjournal.com)

**North Dakota**  
Newspaper in Education Coordinator  
Kerri Kava  
*The Forum*  
P.O. Box 2020  
Fargo, North Dakota 58107  
[www.theforumnie.com](http://www.theforumnie.com)  
[kkava@forumcomm.com](mailto:kkava@forumcomm.com)

**Ohio**  
Barb Ritsko Stephens  
*Chronicle-Telegram*  
225 East Avenue  
Elyria, Ohio 44036  
[www.chroniclet.com](http://www.chroniclet.com)  
[www.chroniclet.com/nie](http://www.chroniclet.com/nie)  
[barbstephen@windstreamn.net](mailto:barbstephen@windstreamn.net)

Director of Educational Services  
Anne Coburn-Griffis  
*The Lima News*  
3515 Elida Road  
Lima, Ohio 45807  
[www.limaohio.com](http://www.limaohio.com)  
[acoburngriffis@limanews.com](mailto:acoburngriffis@limanews.com)  
Cost: \$2 for Sunday (only in US; other charges apply to overseas delivery)

**Oregon**

Newspaper in Education Coordinator

Sissy Garinger

*The Observer*

1406 Fifth Street

LaGrande, Oregon 97850

[www.lagrandeobserver.com](http://www.lagrandeobserver.com)

[sgaringer@lagrandeobserver.com](mailto:sgaringer@lagrandeobserver.com)

**Pennsylvania**

Newspaper in Education Coordinator

Laurie James

*The Evening Sun*

135 Baltimore Street

Hanover, Pennsylvania 17331

[www.eveningsun.com](http://www.eveningsun.com)

[ljames@eveningsun.com](mailto:ljames@eveningsun.com)

**South Carolina**

Newspaper in Education Coordinator

Mary Boyle

*The Item*

P.O. Box 1677

Sumter, South Carolina 29151

[www.theitem.com](http://www.theitem.com)

[marydonb@theitem.com](mailto:marydonb@theitem.com)

Cost: \$2

**Tennessee**

Elaine Riner

Kingsport Times-News

108 E. Main Street, Ste. 202

Kingsport, Tennessee 37660

[www.timesnews.net](http://www.timesnews.net) and [www.timesnews.net/nie](http://www.timesnews.net/nieriner@timesnews.net)

[eriner@timesnews.net](mailto:eriner@timesnews.net)

**Texas**

Newspaper in Education Director

Martha Pyron

*Hood County News*

P.O. Box 879

1501 S. Morgan Street

Granbury, Texas 76048

[www.hcnews.com](http://www.hcnews.com)

[martha@hcnews.com](mailto:martha@hcnews.com)

Carol Wenzel  
*Waco-Tribune-Herald*  
900 Franklin  
Waco, Texas 76702-2588  
[www.wacotrib.com](http://www.wacotrib.com)  
[cwenzel@wacotrib.com](mailto:cwenzel@wacotrib.com)

**Virginia**

Newspaper in Education Manager  
Janet Gibson  
*The Free Lance-Star*  
616 Amelia Street  
Fredericksburg, Virginia 22401  
[www.fredericksburg.com](http://www.fredericksburg.com)  
[jgibson@freelancestar.com](mailto:jgibson@freelancestar.com)

**Washington**

Eileen Woods  
*Skagit Valley Herald*  
P.O. Box 578  
Mount Vernon, Washington 98273  
[ewoods@skagitpublishing.com](mailto:ewoods@skagitpublishing.com)

Newspaper in Education Coordinator  
Jim Henderson  
*The News Tribune*  
P.O. Box 11000  
Tacoma, Washington 98411  
[www.thenewstribune.com](http://www.thenewstribune.com)  
[jim.henderson@thenewstribune.com](mailto:jim.henderson@thenewstribune.com)

**Wisconsin**

Mark Haas  
*Leader-Telegram*  
P.O. Box 570  
Eau Claire, Wisconsin 54702-0570  
[www.leadertelegram.com](http://www.leadertelegram.com)  
[mark.haas@ecpc.com](mailto:mark.haas@ecpc.com)

Newspaper in Education Coordinator  
Dawn McBride  
*Watertown Daily Times*  
P.O. Box 140  
Watertown, Wisconsin 53094  
[dawnm@wdtimes.com](mailto:dawnm@wdtimes.com)