



Tip Sheet

Quick responses for when colleagues ask you about WNYWP and the Summer Institute

“What is the WNY Writing Project?”

It is one of nearly 200 sites of the National Writing Project, the only federally funded organization devoted to improving student writing and thinking. WNYWP sponsors programs for teachers and students, such as professional development, the Summer Institute, summer camps for young writers, a Young Writers’ Anthology and a Young Writers’ Festival.

“What is the Summer Institute?”

Each summer the WNYWP identifies exemplary teachers of writing from all subject areas and grade levels. These teachers come together during July at Canisius College to learn from each other. They present demonstration writing lessons, study the most current literacy research, write extensively and have time to share their writing.

“How much does it pay?”

After completing the Summer Institute, participants receive a certificate of completion for professional development credit and their choice of either an \$800 stipend or six graduate credits

“How many teachers have attended?”

Since WNYWP was founded in 1986, more than 180 individuals have taken part in the Summer Institute.

“I’m too busy to give up my whole summer.”

You don’t have to! In 2008, the Summer Institute takes place from July 7-31 – with no sessions on July 11 and July 21. It’s a worthwhile investment in your teaching skills, a chance to meet and collaborate with teachers from across the Niagara Frontier and a way to explore your own talents as a writer. Check out the Summer Institute brochure for comments from past participants.

“Does the Writing Project offer any programs for my students?”

Yes! They include summer camps for young writers, a Young Writers’ Anthology and a Young Writers’ Festival.

“How can I learn more about WP?”

Go to the Web site at www.canisius.edu/wnywp, where you’ll find an application and brochure for the Summer Institute as well as information about other WNYWP projects. You may also be interested in the new blog featuring posts by past Summer Institute participants – go to www.wnywp.blogspot.com to read more. Or call WNYWP at (716) 888-3134.

Web site: www.canisius.edu/wnywp

Phone: (716) 888-3134

Blog: www.wnywp.blogspot.com

“PR 101” Training Session - 90 minutes (4:30-6 p.m.)
DETAILED AGENDA FOR PRESENTER

- **Welcome, introductions and why we’re here** (share some basic market research findings)
- **What is public relations?** WNYWP’s PR efforts - present and future (Last year, we had only ___ applicants to the Summer Institute. Goal: to increase that by increasing awareness of WNYWP) – You are all “PR Ambassadors” for WNYWP – It isn’t just about articles in the newspaper. You know what WNYWP/NWP are all about – so spread the word any way you can!
- **What you can do to promote WNYWP:** Wear your WNYWP shirts, talk about WNYWP at faculty meetings, e-mail colleagues about upcoming events and registration deadlines, post fliers in the faculty room, attend WNYWP events and invite a friend to come with you, encourage students to attend the YWF and summer writing camps, refer colleagues and students to the newly improved WNYWP Web site, link to the WNYWP Web site via your classroom Web page:

Web site: “You’ll notice most of our materials drive people to the **REDESIGNED** Web site. We spent many, many hours planning new features and making it simpler and more interesting to use. Let us know if you have any ideas to make it even better.”
- **Use your “PR Toolkit!”** – Review contents:
 - Tip Sheet with short answers to questions about WNYWP
 - Brochures (WNYWP and NWP)
 - Press releases about past WNYWP events
 - Press release template for school district newsletter about teachers attending the Summer Institute – “not for general media distribution – WNYWP will handle that. Just fill in the blanks and send to school district PR coordinator.”
 - Web site and blog information (“Do you post? You should!”)
 - “Scripts” for e-mails they can send to colleagues and students
 - “Do the WRITE Thing!” bookmarks
- **Your ideas for promoting WNYWP** (What aren’t we doing that we should? Are we missing any audiences? Are we missing any opportunities?)
- **Is there anything you would like to help you promote WNYWP’s events and activities?**
- **Questions/wrapup**

THROUGHOUT: Prize giveaways



**“PR 101” Training Session
4:30-6 p.m. DATE
Canisius College Room XXX**

A G E N D A

- 1) Welcome, introductions and why we're here
- 2) What is public relations?
- 3) Be a “PR ambassador” for WNYWP
- 4) Use your “WNYWP PR Toolkit”
- 5) Your ideas for promoting WNYWP
- 6) How can we help you?
- 7) Questions/wrapup

**Thank you all for participating today!
Remember to post to the Fellows' blog:**

www.wnywp.blogspot.com

What is public relations?

Public Relations Society of America: Public relations helps an organization and its publics adapt mutually to each other. In this definition, the essential functions of research, planning, communications and evaluation are implied. Key words are “organization,” rather than the limiting implication of “company” or “business,” and “publics,” which recognizes that all organizations have multiple publics from which they must earn consent and support.

American Marketing Association: That form of communication management that seeks to make use of publicity and other non-paid forms of promotion and information to influence the feelings, opinions, or beliefs about the company, its products or services, or about the value of the product or service or the activities of the organization to buyers, prospects or other stakeholders.

managementhelp.org: Public relations includes ongoing activities to ensure the overall company has a strong public image. Public relations activities include helping the public to understand the company and its products. Often, public relations are conducted through the media.

Key points:

- Media
- Helping publics understand the organization
- Ongoing efforts

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Press Release Template for School District Newsletter

(SCHOOL) teacher attends Writing Project's Summer Institute

(TEACHER NAME), a teacher at _____ School, spent part of his/her summer vacation learning new ideas for teaching writing in the classroom

(TEACHER NAME) was one of several teachers from across the region who took part in the Western New York Writing Project's Summer Institute at Canisius College. During the four-week session, exemplary teachers from all grade levels plan and present demonstration lessons, share successful classroom practices, present a lesson integrating writing, study research, pose their own research questions, write extensively and share their writing with each other. Since WNYWP was founded in 1986, more than 180 teachers have attended.

QUOTE FROM TEACHER

"It was wonderful working with (TEACHER NAME) this summer," said Suzanne Borowicz, WNYWP's executive director. "He/she brought so much enthusiasm and dedication to the program." The Western New York Writing Project is one of nearly 200 sites of the National Writing Project, the only federally funded organization devoted to writing instruction.

For more information, visit www.canisius.edu/wnywp or www.writingproject.org.

[Sample e-mails](#)

To colleagues (teachers and administrators) about the new and improved Web site:

Check out the WNY Writing Project's redesigned Web site! Teachers will find a variety of resources, including lesson plans, classroom-appropriate Web links and links to teaching and writing Web sites. There's a new section for students, with writing activities, writing prompts and kid-friendly Web site links. Go to www.canisius.edu/wnywp. Let me know what you think!

To students about the new student section on the Web site:

If you're looking for ideas for your next story or writing assignment, visit the WNY Writing Project's new and improved Web site! You'll find writing activities, story starters and links to fun writing sites. There's also info about writing activities, like summer camps for young writers, a Young Writers' Anthology and a Young Writers' Festival. Go to www.canisius.edu/wnywp to learn all about it!

To fellow teachers about the Summer Institute:

You all probably know that I'm involved with the WNY Writing Project at Canisius College. I attended the Summer Institute in (YEAR) and learned several ideas that I still use in my classroom. Everyone presents a demonstration lesson, so at the end of the summer I had a collection of nearly 20 lesson plans ready to go. As a group, we (e.g. TOOK A LITERARY TOUR or VISITED THE ART GALLERY). Application deadline is (DATE) for this year's Summer Institute, which takes place (DATE) at Canisius College. I'd be happy to talk to you about it. Download an application and learn more about WNYWP at www.canisius.edu/wnywp.

To colleagues to remind them that the SI application deadline is approaching:

The deadline is fast approaching to apply to this year's Summer Institute, sponsored by the WNY Writing Project at Canisius College. Application deadline is (DATE), and the Summer Institute is scheduled for (DATE). I'd be happy to talk with you about it and answer any questions you may have. Download an application and learn more about WNYWP at www.canisius.edu/wnywp.

To students about Young Writers' Anthology:

You should consider submitting some of your stories/poems to this year's Young Writers' Anthology, published by the WNY Writing Project. I'd be happy to help you select one or two written pieces to submit. Deadline for all submissions is (DATE), so let's talk about it soon! If you want to learn more about the anthology, go to www.canisius.edu/wnywp.

To students about summer camps for young writers:

I know how much you like to write stories and other things, so I think you'd love the summer writing camps sponsored by the WNY Writing Project. You'll learn different styles of writing, you'll have field trips and guest speakers and you'll have time to write. One group is for grades 8-12 and the other group is for grades 3-7. Go to www.canisius.edu/wnywp to download and print an application. Let me know if you have any questions!

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