



**READ NOW! with Taylor Swift — LIVE Webcast**  
**Hosted by Nick Cannon**  
**Wednesday, October 27<sup>th</sup> at 1:00 pm (ET) / 10:00 am (PT).**

**A Guide to Using the Literacy Webcast in Your Classroom**

*“We believe that literacy — the ability to read, write, and understand — is the birthright of every child in the world as well as the pathway to succeed in school and to realize a complete life. “*

– Richard Robinson, Chairman, President, and CEO, Scholastic

Have 30 minutes to promote literacy? Then read this educators’ guide to find out how to take your students on a FREE 30-minute virtual field trip to Scholastic’s New York headquarters to participate in an interview with Taylor Swift, the 20-year-old country singer and songwriter who is a passionate supporter of reading and writing.

**SECTION I: An Informative and Engaging Event**

**SECTION II: Frequently Asked Questions**

**SECTION III: Technical Tips**

## **SECTION I: An Informative and Engaging Event**

The virtual field trip experience gives students the amazing opportunity to visit places and meet people they may never otherwise get to. During the 30-minute literacy webcast, classrooms will:

- Learn more about award-winning singer/songwriter, Taylor Swift in an interview with actor, comedian and “America’s Got Talent” host, Nick Cannon.
- Be inspired by her hard-working road to success and the role literacy has played along the way
- Watch students from New York City’s ten top performing elementary and middle schools ask their own questions of Taylor
- Submit a question from your classroom and see if it is one of the questions Taylor answers during the live event.
- Hear Taylor perform a song from her new CD
- Celebrate the importance and enjoyment of reading every day.

### **From Web to Your Classroom**

Incorporate the webcast into your beginning-of-the-school-year curriculum by using the lessons and activities listed below before, during, and after the virtual field trip, or on their own.

### What Do You Need to Participate?

You need to [preregister](#), have a computer, a high speed Internet connection, and Adobe Flash. The webcast is FREE.

### Preparation Timeline & Reminders:

#### Now:

- Register for the event at <http://www.scholastic.com/readeveryday> NO LATER THAN Monday, October 27<sup>th</sup> at 9:00am (ET)
- Read **Section II: Webcast Frequently Asked Questions**

#### Two-Three Weeks Prior:

- Read **Section III: Technical Tips** and discuss with your IT technician any potential firewall or other issues that may occur on the day of the broadcast. Explore solutions to potential technical issues.
- Test your speakers to see if you will need external speakers so the entire class can listen comfortably.
- Find out more about Taylor Swift through the resources below.
- Build excitement for the virtual field trip by exposing your students to interview techniques.
- Ask students to think of questions for discussion after the webcast.

#### Day of:

- Test your equipment in the morning.
- Arrange students so that everyone can see the webcast and make sure the volume is high enough or that your external speakers are in place where everyone can hear.
- Explain to students that they are going on a virtual field trip by watching a LIVE webcast. Just like real field trips, your students will need to listen and raise their hands if they have questions.
- Enjoy the virtual field trip and remember there is no cost to participate! The webcast video will be archived for later viewing.

## CLASSROOM CONNECTIONS

### BEFORE THE EVENT: Introduce Students to Taylor Swift

- **INTERVIEW:** [The Fearless Taylor Swift](#) - Kid reporter Sydney Rieckoff talks with the 20-year-old country-music sensation in a Scholastic Kids Press Corps Interview.
- **ARTICLE:** [Pop Predictions](#) - Show a digital version of the Science World article “Pop Predictions” on your Whiteboard or computer projector for whole-class viewing. Students get a taste of what “musicologists” do — before they encounter the theme in the article featuring Taylor Swift and the music industry.

## CURRICULUM CONNECTIONS

- **LESSON PLAN:** [Poetry in Song](#) - Students will recognize the poetry in song lyrics and understand some of the tools or poetry elements a lyricist uses.
- **CLASSROOM DISCUSSION:** Print and review Scholastic's [Reading Bill of Rights](#). Do your students agree with the Bill of Rights? Is there anything they would add? What else can they create a Bill of Rights for?
- **STUDENT CONTEST: Read Every Day Essay Contest** - Students aged 8-14 are invited to write 250 words or less about the book they will always remember and why. Find official rules and guidelines at [www.scholastic.com/readeveryday](http://www.scholastic.com/readeveryday).
- **CLASSROOM BOOKLIST:** On October 22, 2010 and after, educators can submit their five favorite books through the "You Are What You Read" section of the [Read Every Day website](#).
- **CLASSROOM QUESTION:** Discuss as a class and [submit one question](#) for Taylor Swift. What would you ask? Your class question may be answered during the LIVE webcast.
- **CLASSROOM DOWNLOADS:** Use these book recommendations and reading rewards to keep reading momentum going in your classroom.
  - [Book Recommendation Cards Template](#) (PDF)
  - ["Critic's Corner" Book Review Template](#) (PDF)
  - [Read, Relate, Respond Graphic Organizer](#) (PDF)
  - [Character Scrapbook Template](#) (PDF)

## AFTER THE EVENT

- Discuss the webcast and Taylor Swift's songwriting process. Talk about how reading and writing in the classroom relates to song writing, singing, and other forms of performance art and discuss what they like best about her lyrics.
- Encourage students to Commit to the Reading Action Steps at [www.scholastic.com/readeveryday/](http://www.scholastic.com/readeveryday/)
- Stay informed with future [webcasts](#), virtual fieldtrips, and [author interviews](#), and watch webcast [replays](#).

## SECTION II: Frequently Asked Questions

### READ NOW! with Taylor Swift FAQs

#### Live Webcast

**Q: What is this event?**

**A:** READ NOW! with Taylor Swift is a Scholastic 90<sup>th</sup> Anniversary literacy event -- a live webcast exclusively for schools in the US and around the world. Taylor Swift will participate in a live interview and take questions from students in the audience at Scholastic headquarters in New York and online. The event will end with a live performance.

**Q: When is the webcast?**

**A:** The READ NOW! with Taylor Swift live webcast will take place on Wednesday, October 27<sup>th</sup> at 1:00 pm (ET) / 10:00 am (PT).

**Q: How do I register?**

**A:** **TEACHERS MUST PRE-REGISTER** in order to access the live webcast or to watch a replay. Teachers can register at [www.scholastic.com/readeveryday](http://www.scholastic.com/readeveryday) from August 23, 2010 through October 27<sup>th</sup> at 9am (ET).

**Q: If I don't register for the live webcast before 9am on October 27<sup>th</sup>, can I register for the replay in the following weeks?**

**A:** We urge teachers and librarians who cannot join us live on October 27<sup>th</sup> to register in advance in order to view the replay of the webcast. As with the live event your email address allows you access to the replay.

**Q: Why is this event only for classrooms?**

**A:** This is a literacy event that is intended to help promote reading for young people and is part of Scholastic's ongoing webcast series designed to support and enrich classroom learning opportunities by providing online access to authors, educators, and reading advocates as well as "virtual field trips" to interesting locations.

**Q: Can I register if I'm not a teacher?**

**A:** This event is open only to educators, so you must be a school administrator, teacher or school librarian to register for the event.

**Q: Can I register if I am a librarian?**

**A:** Yes, if you are a school librarian who would like to sign up for your school, you may register.

**Q: Can I register if I'm a homeschool parent?**

**A:** Yes, you may register as a homeschool parent. Just select the "Homeschool" option on the registration form.

**Q: Can my class submit questions for Taylor?**

**A:** Yes. As you register for the webcast, you will see a space to submit ONE question from your class for Taylor. Watch the webcast to see if it's one that Taylor answers. Due to a high volume of viewers, there is no guarantee that your question will be asked – but we encourage you to send us your best question and you never know!

**Q: How long will the webcast last?**

**A:** The total time of the webcast will be approximately 30 minutes.

**Q: Are we able to watch the webcast after it airs?**

**A:** Yes, the webcast will be available to view after the live showing, BUT it is still necessary to pre-register before the deadline of October 27<sup>th</sup> at 9am (ET) in order to access it later.

**Q: Can I buy tickets to the event?**

**A:** No, there are no tickets available for purchase for this event. However, students ages 8-14 can enter the **Read Every Day Essay Contest** if they would like a chance to win a trip to attend the live event as a guest in the audience in New York City (details below).

**Q: Who will be in the live audience and how are they chosen?**

**A:** The audience will consist of students from the New York City Public School system and the 10 essay contest winners and their guardians. The ten top performing elementary and middle schools from across the five boroughs will be represented.

**Read Every Day Essay Contest**

**Q: Who is eligible to enter?**

**A:** Students ages 8-14 who are legal residents of the 50 United States (including Washington DC and Puerto Rico) and Canada (excluding Quebec).

**Q: How many winners will there be?**

**A:** There will be 10 total winners.

**Q: How can my child enter?**

**A:** Students are invited to write 250 words or less about the book you will always remember and why. The entry must be typed or hand-written on 8.5 x 11 paper, and a **parent or guardian MUST sign the consent form found at the bottom of the official rules** (found on [www.scholastic.com/readeveryday/](http://www.scholastic.com/readeveryday/)).

**Q: What does the prize include?**

**A:** The prize is an all-expenses paid trip for each winner and one legal guardian to Scholastic's New York City headquarters to attend the READ NOW! with Taylor Swift literacy event. This prize includes round-trip airfare from an airport near the winner's



home, one night of hotel accommodation in New York City, ground transportation in New York City and meals. (see official rules at [www.scholastic.com/readeveryday](http://www.scholastic.com/readeveryday).)

**Q: What is the deadline for entering the contest?**

**A:** The contest opens on August 23<sup>rd</sup>, 2010. Entries must be postmarked no later than September 20, 2010.

**Q: How do I know if I won?**

**A:** Winners will be notified by a Scholastic employee if they have won on or around September 27<sup>th</sup>, 2010.

## SECTION III: Technical Tips

### **Q: What is the Minimum Internet Connection Required?**

A: Minimum of 500kbps for high speed video

### **Q: What Browsers are Supported?**

A: Internet Explorer 6+; Firefox 2.5+; Safari 1.0+

### **Q: Do I need Flash for Viewing?**

A: Yes, please download the [most recent version of Flash](#). Note: We do not use Windows Media Player, nor is it required to view the webcast.

### **Q: My Presentation Rebuffers a lot and When the Video Plays, It is Choppy...What is the Problem?**

A: There are a few possible reasons:

- *Not Enough Bandwidth:* You need 500kbps of available bandwidth.
- *Overloaded Machine:* If you have too many applications open it slows down your computer and will effect your viewing experience. Close down unused applications during the webcast.
- *Overloaded Browser:* If your browser has too many tabs open it may slow down your computer. Restarting your browser should resolve this issue.

### **Q: The Video Won't Play at All...What Should I Do?**

A: You may be experiencing difficulties with video for the following reasons:

- *Unsupported Versions of Flash Player:* We suggest you test your system and download the latest version of [Flash Player](#), if required.
- *Internet Connection Interrupted:* Ensure that your connection to the internet is active.
- *Port Connection Problems:* See [ports](#) below for accessing the video from behind a corporate firewall.

### **Q: What Ports Need to Be Open?**

A: Here are some technical tips which you should pass along to your System Administrator:

- *Accessing Media Files From Behind a School Firewall:* Occasionally, school firewalls and/or proxy servers do not allow video to play through internal networks. You will need to either connect to the broadcast site from outside of the firewall or ask your MIS department to open "Port 80" which supports audio & video streaming.
- *Generally, Port 80 is Not Blocked on Any Network:* As this is the standard port for normal web traffic, it is more likely that your Systems' Administrator disabled access to the "rtmp://" protocol. Here is a link to a [live stream that Akamai keeps running](#)...if you see video or color bars, you are good to go for the event. (Please note the port test on the left hand side. At least one green check-mark should appear under the "rtmp" column for 1935, 443, or 80.)



- *Your Location Filters Domain Names:* Make sure the URL for the webcast is not blocked - vxlive.feedroom.com

**Q: I Cannot Hear the Audio When the Presentation is Playing...What Should I Do?**

A: Verify that your speakers are turned "on" and that the volume is set at an audible level.

**Q: Why Does the Audio Sound Scratchy, or Inconsistent?**

A: Make sure your speakers are connected, turned up, and your connection to the Internet is active. Also, confirm that you have enough bandwidth.

**Q: I Cannot Login to the Presentation...Why Not?**

A: You will need the email address you used to register in order to login to the presentation. Please re-register if you have forgotten which email address you originally used.