

READ NOW! with Taylor Swift Webcast
Hosted by Nick Cannon
Available from 28th October.

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
- 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 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.

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.



Read Every Day. Lead a Better Life.

- **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 recognise 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?
- **CLASSROOM BOOKLIST:** On October 22, 2010 and after, educators can submit their five favourite books through the ‘You Are What You Read’ section of the [Read Every Day website](#).
- **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 song writing 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/

SECTION II: Frequently Asked Questions

READ NOW! with Taylor Swift FAQs

Webcast

Q: What is this event?

A: READ NOW! with Taylor Swift is a Scholastic 90th Anniversary literacy event—a 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 webcast will be available from October 28th, 2010.



Read Every Day. Lead a Better Life.

Q: How do I register?

A: TEACHERS MUST PRE-REGISTER in order to access the webcast. Teachers can register at www.scholastic.com/readeveryday.

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 home school parent?

A: Yes, you may register as a home school parent. Just select the 'Home school' option on the registration form.

Q: How long will the webcast last?

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

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.



Read Every Day. Lead a Better Life.

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 IT Technician 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 colour 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.