



To: Principals & Snowbird Reading Challenge Coordinators
From: Lynn Vance (RESA 7), Bryan Schuerman (WBOY)
Subject: Snowbird Reading Challenge
Date: April 27, 2017

WBOY-TV and RESA 7 are again inviting your school to participate in the *Snowbird Reading Challenge* for the summer of 2017. The program is open to all schools in RESA 7 students in grades K-5.

This program encourages students to read during the summer break and receive recognition for the activity. Each school will have the opportunity to develop a goal(s) and incentives for the students enrolled. Successful schools will also receive a visit from Snowbird and his sidekick. All schools completing the “Challenge” will receive a Snowbird trophy. Also, the top *three* readers from each school will be recognized.

Due to a scheduling conflict this year, some schools did not receive visits by year-end. WBOY would like to reassure those schools that visits can still be scheduled for a back-to-school event. Coordinators can select from a 9:30 a.m. visit or a 1 p.m. visit for their school. Please contact Bryan Schuerman at WBOY or by email at BSchuerman@wboy.com.

Enclosed you will find a set of guidelines and an enrollment form. Please feel free to use any or all of this information.

To enroll your school, read the information sheet, fill out the form and e-mail it, fax it, or mail it, no later than May 19, 2016.

Remember, the purpose of this program is to promote reading for our students throughout the summer. This program will allow each school to structure the program to meet its needs. Should you have any questions, contact me at (304) 624-6554 ext. 219.

Enclosures

GUIDELINES FOR PARTICIPATION IN "WBOY-RESA 7 SNOWBIRD READING CHALLENGE"

Eligibility:

Schools in RESA 7 serving students in grades K-5.

Procedures:

1. Complete and return the enrollment form.
2. Set the overall goal(s) for your school based on the number of students enrolled. (Do not count those students completing the last grade level for the school site.)**
3. Establish procedures for collecting/verifying reading completed by students. You may determine that books must be on reading level. The Challenge officially concludes on September 1, 2017.
4. Each participating school may establish activities and rewards for those students who reach one or more levels of the Challenge. Suggestions include working with local businesses or PTA's, having a special activity for those students who reach the goal, and having the principal and/or assistant principal agree to perform some unusual activity as an incentive.
5. Each school will name **one individual** as the official contact person who will be coordinating the activity at the school. All communication will be with this individual.
6. Submit the completion forms to RESA 7 no later than September 16, 2017.
7. Schools are responsible for sending information to parents and students explaining the program.

Recognition:

To be eligible for the following, all publicity/announcements must identify the summer reading challenge as part of the WBOY-RESA 7 Snowbird Reading Challenge.

1. All participating schools will receive a certificate of participation.
2. All schools which meet their goal will be eligible for a visit from Snowbird and a WBOY Meteorologist. **WBOY will notify the contact person of the date and time for the visit. It will be the responsibility of the school to make the necessary arrangements.**
3. Individual schools may determine additional incentives.
4. Each school that participates will receive a master certificate of participation which may be duplicated for participating students (regardless of the school's status).

**Each school may determine its goal(s) in any manner that will best encourage students to read during the summer months. Instead of books read, the goal could be pages read or minutes read. Regardless of the goal established, the determination that a school has reached its goal will be at the discretion of the principal.

Note: Snowbird is a copyrighted program owned by WBOY TV and may only be used in conjunction with approved programs. All appearances by Snowbird will be based on availability. WBOY TV will have sole responsibility for scheduling of appearances. Please note that a child's legal status must be considered during taping of any on air segment.



RESA 7 SNOWBIRD READING CHALLENGE ENROLLMENT FORM

Please complete this form and return to RESA 7 no later than May 19, 2017.

School Name: _____

School Address: _____ City: _____ State: WV Zip: _____

Grade Levels: _____ Enrollment: _____
(do not include students in highest grade level)

School Reading Challenge Coordinator: _____

Email Address: _____

County: _____ Phone Number: _____

Principal: _____

Please enroll my school in SNOWBIRD'S READING CHALLENGE. I understand that each school will be responsible for setting a goal for the summer reading program and reporting the completion of the program to RESA 7 no later than September 15, 2017. **(All enrolled schools will be sent a form to complete and return.)**

Coordinator's Signature

Return this form to:

**RESA 7 Snowbird Reading Challenge
Attn: Lynn Vance
1201 N. 15th Street
Clarksburg, WV 26301
(304) 624-6554 ext. 219
(304) 624-5223 – FAX
lvance@k12.wv.us**



Note: Snowbird is a copyrighted program owned by WBOY TV and may only be used in conjunction with approved programs. All information released in connection with the Reading Challenge shall give appropriate credit to WBOY Channel 12. All appearances of Snowbird will be based on availability. WBOY TV will have sole responsibility for scheduling of appearances.