



The Star Fish Story
Available Online and on DVD!

Jostens Renaissance Review #5
November 1, 2007

- **Star Fish Story is available online and on DVD**
- This issue's winning JRR Idea – **Thank You Custodians and Cafeteria Workers**
- It's never too early to become a Rock Star!
- Contribute to the Discussion Board, win an i-Pod Shuffle! **Congrats to our 3rd winner!**
- Freshman Blog
- 2007-2008 Jostens Renaissance Platinum Program coupon booklets – order yours today!
- Statistic of the Issue – **Tobacco and Movies**
- Reminders:
 - Upcoming Jostens Renaissance Events
 - Platinum Program Books
 - Educator Services Website
 - Renaissance Review Archive

Star Fish Story Available Online and on DVD

After all of the positive comments and requests for the Star Fish Story that so many of you saw at the Jostens Renaissance National Conference, we used today's medium of choice (You Tube) to make it available for everyone to view.

The Star Fish Story is a great day brightener as you can forward the link to your colleagues within your building as well as other educators you know in your district, state and across the nation.

To view the Star Fish Story, just click on this link <http://www.youtube.com/watch?v=1wuSaNCIde4>

If you'd like to purchase a copy of the Star Fish DVD, email Norma Christenson at norma.christenson@jostens.com. Cost is \$12.

This issue's winning JRR Idea – Thank You Custodians and Cafeteria Workers

Submitted by **Debra Summers**
Timberland High School
Berkeley, South Carolina

We wanted a way to recognize our hard-working custodians and cafeteria workers. We took a picture of each custodian and cafeteria worker in their particular area of the school. Then we hung a framed certificate bearing the name and photo of each worker in their respective work areas (custodians in their hallways and cafeteria workers in the cafeteria). Each certificate states - "This area is proudly maintained by ..." or "Your food was proudly prepared by" The workers were so excited and proud to be recognized. One worker commented, "Now I will have to make my area sparkle since everyone knows this is my area." Students have also started to be more aware of litter. There is major reduction in trash on the floors, in the hallways, and around the campus now that the students have a name and a face to go along with each area. Also, parents visiting the school for a School Improvement Council meeting acknowledged the certificates in the hallway and stated how nice it was that we recognize all members of our school staffuly.

For more information about the Timberland High School Renaissance Program or "Thank You Custodians and Cafeteria Workers," please contact Debra Summers at summersd@berkely.k12.sc.us.

For submitting this issue's winning idea Debra will receive a Jostens Renaissance hooded sweatshirt and now becomes eligible for the 2008 JRR Idea of the Year grand prize.

It's never too early to become a Rock Star!

Once again Jostens Renaissance will be running our annual "Idea of the Year" contest. If you submit the winning idea, you'll receive ROCK STAR TREATMENT at the 2008 Jostens Renaissance National.

How to submit your idea

Do you have an idea from your Jostens Renaissance program that has improved your school's environment? Submit your ideas to charley.nelson@jostens.com. We'll select a "winning idea" for each issue and the individual submitting the published idea will receive a Jostens Renaissance Review sweatshirt and be eligible for the 2008 Idea of the Year Contest.

Contribute to the Discussion Board – Win an i-Pod Shuffle!

In an effort to maximize the potential of the Educator Services discussion board, we will be holding a drawing every two weeks for an i-Pod Shuffle. All you have to do is make a contribution to the discussion board between now and **Oct. 31st** and you'll be eligible to win a Shuffle.

There are already numerous active discussions, so just post your comment and join in! Better yet, feel free to start a new discussion area. Post a Renaissance question and hear back from some of the greatest educational minds in North America. Ask a question about attendance, discipline, staff morale, anything and **you'll get great responses.**

The discussion board can network thousands of educators and provide you with insights from experienced educators. All you have to do is get involved! And hey, you might win a Shuffle along the way!

To get started, just click on this link - <https://edserv.jostens.com/default.asp>

Congratulations to Charlotte Lacey!

Jennifer's name was drawn from all those who made a contribution to the Educator Services Discussion board over the past two weeks. As a result she is our **third i-Pod Shuffle winner.**

Following Freshmen Blog

A new addition to the Jostens Educator Services website home page is Following Freshmen. Alex, Bailey and Caitin are blogging their freshman year college experience. This is an invaluable resource for high school seniors as it provides insight into what college life is really like. Find out about the academic stresses that college places upon students; how do you meet new friends; what do you do when your roommate literally stinks; what's it like to be away from home? Discover what the freshman experience is like through the eyes of a freshman.

Postings are made three times a week. To follow the freshman journey of Alex, Bailey and Caitlin, just go to the Jostens Educator Services home page and click on the Following Freshman link.

<http://www.jostens.com/edserv/default.asp>

2007-2008 Jostens Renaissance Platinum Program coupon booklets – order yours today!

Available FREE to qualifying schools, the Jostens Renaissance Platinum Program coupon booklet contains over 40 coupons redeemable at nationwide retailers. Each coupon booklet contains well over \$300 in value. Also included in the booklet is a wallet-sized Platinum card. The Platinum Program is administered by each participating school's Jostens Renaissance program coordinator. Criteria for ordering the Platinum Program coupon booklet are as follows:

- Must be a Jostens Renaissance School.
- The Platinum Program coupon booklets should be awarded for academic achievement only.
- High schools must purchase one of the following Jostens product lines: rings, yearbooks or announcements. A product order must be placed during current or past school year. Product purchase requirement does not apply to middle or elementary schools.
- While supply lasts, order up to 1,000 coupon books during a 30-day period. Additional orders after that period of time can be requested.
- About 750,000 of the coupon booklets are available.
- Online ordering only – link to the site listed below.

The Platinum Program is bigger and better than ever with more offerings from brand-name companies. If you have questions, please call 1-800-624-5534.

To order your Platinum Program coupon booklets, please go to: http://www.jostens.com/edserv/renaissance/ren_500.asp

Please Note: The coupon booklets are distributed on a first come, first serve basis and they are going FAST, so order yours today!!

Statistic of the Issue – Tobacco and Movies*

In 2002, 2004, 2005, and again in 2006, the US Centers for Disease Control and Prevention named tobacco in the movies a major factor in teen smoking. In 2007, the Institute of Medicine of the National Academy of Sciences concluded that:

- Exposure to depictions of smoking in movies is associated with more favorable attitudes toward smoking and characters who smoke, and these positive views are particularly prevalent among youth who themselves smoke.
- Exposure to smoking in movies increases the risk for smoking initiation. Cross-sectional and longitudinal studies provide clear support that youth report greater susceptibility and intentions to smoke and are more likely to actually try smoking following exposure to smoking in the movies and on television. Furthermore, even after controlling for other factors known to be associated with adolescent smoking intention and tobacco use, studies show a clear dose effect, whereby greater exposure to smoking in the movies is associated with a greater chance of smoking.
- The increased risk for smoking initiation as a result of exposure to smoking in the movies can be reduced by antismoking advertisements and parental restriction of which movies their children watch.
- 52.2% of smoking in children age 10 – 14 was attributed to smoking seen in movies.
- 2050 adolescents (age 12 – 17) start smoking everyday
- 32% of these people (660) will die prematurely due to smoking related illnesses
- Assuming that 52.2% statistic applies to this whole group
- Movies are responsible for 1080 adolescents starting smoking every day
- 340 of these will die prematurely
- 60% of exposure to smoking occurred in youth rated films – G, PG and PG-13

**Smoke Free Movies*

Reminders

Upcoming Jostens Renaissance Events

Nov. 16th, 2007 – Southeastern Coalition Conference – Myrtle Beach, SC

For more information, contact Gene Holdway at Gene.Holdway@jostens.com or Paul Gillis at Paul.Gillis@jostens.com

Platinum Program Coupon Books

They are FREE and they are going fast! Bigger and better than ever with more offerings from brand-name companies. Order now: http://www.jostens.com/edserv/renaissance/ren_500.asp

Educator Services Website

Provides information about Jostens Renaissance. Register and get full access to all the program information. www.jostens.com/edserv

Renaissance Review Archive

Provided to you on our new website: http://www.jostens.com/edserv/renaissance/ren_400_20.asp

National Conference MemoryBook now available on OurHubub.com

Use this Promotion Code: **RENAIS15** for 15% OFF the price of your memory book!

[Download the issue as a PDF](#)