



The Exclamation Point!

From the founder of National Punctuation Day®
and Punctuation Playtime®

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Punctuation Playtime® a hit across the U.S.

Punctuation Playtime® concluded its 2008-2009 nationwide performance schedule in late March with five programs—kindergarten through fifth grade—at Governor George Clinton Elementary School in Poughkeepsie, NY.

The last year has seen Punctuation Playtime® in Northern and Southern

California, Chicago, Nashville, Orlando, and Denver, either performing or exhibiting to teachers, principals, administrators, school board officials, and PTA parents.

Highlights included programs in the mountain town of Lake Isabella, CA; on Read Across America Day at Woodrow Wilson Elementary School in Richmond, CA, and our cross-

country trip to the Hudson Valley of upstate New York to work with every student in George Clinton Elementary School.

“We were so thankful for your assemblies,” wrote Governor Clinton Principal Nadine Jackson-Ivey. “They have resurged a very positive, necessary response to understanding writing and, in general, the English-language arts.”

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Jeff and Norma presented Punctuation Playtime® to the entire student body—kindergarten through fifth grade—of Governor George Clinton Elementary School in Poughkeepsie, NY, on March 30 and 31, 2009.



Punctuation Playtime®

praised by Teachers' Choice Award panel.

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“We learned more in 45 minutes than I could teach in five hours!”

— J.G. LAROCETTE, CORONADO ELEMENTARY SCHOOL, RICHMOND, CA —

“Wow! This was truly meaningful and exciting for all!”

— MRS. TURNER, GOV. GEORGE CLINTON ELEMENTARY SCHOOL, POUGHKEEPSIE, NY —

Punctuation Playtime® a hit across the U.S.

> From front page

The Governor Clinton experience was special. Students were punctuation-prepped by their teachers, all of whom wore National Punctuation Day® T-shirts during our two-day stay. The students rocked with their teachers as entire assemblies sang the Punctuation Rap. And, Norma and Jeff developed special activities for a very active and engaged group of kindergarten students.

There was a heightened energy level, and it was felt by students, teachers, and performers alike.

Comments from teachers reflected the high quality of the programs and the high level of teaching these students are fortunate to have. Here are a few of them:

“Great job, Punctuation Man! My

students will be singing ‘Punk, Punk, Punctuation’ for weeks! This was a great review of grammar skills we have been using.”

— MR. VOGLER, SECOND GRADE

“Wow! This was truly meaningful and exciting for all!”

— MRS. TURNER, FIFTH GRADE

“I liked the energy!”

— DONALD STARK, FIFTH GRADE

“This was valuable reinforcement of classroom skills. It was wonderful and interactive, and the students were excited and learning.”

— BETH KASSA, FOURTH GRADE

“It reminds me of how quickly the students can understand and apply punctuation when they are engaged. Learning while having fun is always a great experience.”

— TODD BINGHAM, FOURTH GRADE



Punctuation Playtime® was presented to grades 1–6 at Santa Susana Elementary School, in Simi Valley, CA, in April 2008.



Attentive students during an assembly at Simi Valley's Santa Susana Elementary School. Norma and Jeff did six programs in two days, working with every student in grades 1–6.



Mrs. Punctuation high-fives a student during the Punctuation Relay Race.

LITERACY IN THE NEWS

APOSTROPHE UPROAR IN ENGLAND

Reaction to a British city's decision to eliminate apostrophes from its street signs has drawn worldwide criticism—and comes after Prince Charles himself months before decried the poor standards of English in his own country.

"You can't communicate to people in a language unless you know the grammar and syntax and, indeed, the punctuation," said the prince.

His comments, during a November 2008 address at an awards ceremony at The Ritz in London, preceded the January 2009 announcement by the Birmingham City Council that road signs and



place names should not have apostrophes.

Birmingham has since been joined by other cities in Great Britain, including Wakefield, which has also come under harsh criticism for dumbing down the English language.

Best blog of the school year

Mrs. Elliott's Reading and Language Blog

Christina Elliott, a fourth-grade teacher in Ada, OK, is really interested in literacy. Check out this blog, plus her math and science blogs, at: <http://celliotclass.blogspot.com/2009/04/punk-punk-punctuation.html>

ARTICLES FROM AROUND THE WORLD

Wichita Falls (TX) Times-Record News

Readiness in question—Texas education changes reflect new English framework.

Texas state school board has passed a new set of curriculum standards for Texas schools. www.timesrecord-news.com/news/2008/jun/15/readiness-question/

Beaver County (PA) Times

OMG, Frdm tchr :(on tek tok

50 percent of teens say they sometimes use informal writing styles instead of proper capitalization and punctuation in their school assignments. 25 percent of teens have used emoticons (symbols like smiley faces ?) in school work. www.timesonline.com/articles/2008/05/04/news/doc481e77ebbf4be588202603.txt

HofstraChronicle.com

Writing techniques: Fine line between "e-chat" and real English

No longer just for teenagers—individuals of all ages are now text messaging. Even AT&T commercials show a grandmother texting on the couch, and when asked whom she's talking to, she responds, "'IDK,' my 'BFF' Rose." media.www.hofstrachronicle.com/media/storage/paper222/news/2008/05/01/EditorialopEd/Writing.Techniques-3360988.shtml

The Australian

Children destined to fail without the basics of learning

Groups such as the Australian Association for the Teachers of English and the Australian Curriculum Studies Association also oppose standardised testing; they argue that telling children they have failed is bad for their self-esteem and such tests focus too much on the basics.



Reality check. Most children already know there are winners and losers, and while giving them an honest appraisal of their strengths and weaknesses might upset some, it certainly beats promoting them through school with a false sense of achievement. www.theaustralian.news.com.au/story/0,25197,23695370-5013871,00.html

Cleveland.com

Rejected resumes

Why do so many people forget to pay proper attention to their resume? The lack of attention can result in your resume going from the top of the pile straight to the bottom so that it is never seen again. blog.cleveland.com/jobs/2008/07/rejected_resumes.html

Courier Mail (Queensland, Australia)

Punctuation vanishes from much written communication

Discarded like yesterday's news, many punctuation marks—those little bits that make or break a sentence's meaning—have vanished from much written communication. www.news.com.au/couriermail/story/0,23739,23920395-27197,00.html

The Bloomington (IL) Pantagraph

Friend or foe: Impact of texting, blogs on writing up for debate

A Tri-Valley High School teacher has thrown out student essays too riddled to understand because of abbreviations and text-style wording. Tossing such papers is a "wake-up call" for students to "concentrate" on proper writing form, said John Nelson, a Downs-based teacher. www.pantagraph.com/articles/2008/05/27/news/doc483c55a795bf117684753.txt

“Your program completely supports our curriculum content. You have wrapped up the best in teaching to bring to our students. I love the fact that you are not afraid to teach young children great skills!”

— SALLY FELDMAN, WASHINGTON ELEMENTARY SCHOOL, POINT RICHMOND, CA —



Punctuation Playtime®

**THE ASSEMBLY PROGRAM THAT TEACHES
ELEMENTARY SCHOOL STUDENTS PUNCTUATION
IN A FUN AND ENGAGING WAY**

Punctuation is FUN!

**Punctuation is important in helping children
learn to read and write with clarity**

L EARNING IS EASIER WHEN YOU'RE HAVING FUN, AND WE HAVE A LOT OF FUN," says Jeff Rubin, co-creator of Punctuation Playtime®, and founder of National Punctuation Day®.

Jeff and his wife, Norma Martinez-Rubin, facilitate the 45-minute program of non-stop activities, games, and punctuation learning.

Punctuation Playtime® takes a subject that children might roll their eyes at and makes it an engaging, enjoyable, and memorable learning experience.



Jeff and Norma believe that reaching children at the beginning of their scholastic careers is critical in helping them develop the reading and writing skills that will be a key not only to their academic success, but also to their professional success as adults.

Games such as The Punctuation Relay and Pin the Punctuation Mark on the Sentence reinforce the program's important punctuation lessons.

Students learn best when they have FUN! The children will remember this program — and the lessons they learned — for a lifetime!

**JEFF RUBIN, 1517 BUCKEYE COURT, PINOLE, CA 94564
(877) 588-1212, TOLL FREE**

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WWW.PUNCTUATIONPLAYTIME.COM



Punctuation Playtime® praised by Teachers' Choice Award panel

We entered the Punctuation Playtime® instructional DVD for teachers in the 2008 Teachers' Choice Award competition sponsored by Learning Magazine. While the DVD did not win an award

(only 15% of the entries win), the DVD got very positive comments from the panel of teachers that reviewed it. Here's a sampling of those comments:

WHAT ASPECTS OF THIS PRODUCT DID YOU LIKE THE MOST?

- I like the reinforcement of punctuation outside of a textbook lesson. Also, the suggestions could easily be used for an observational evaluation of lessons.
- I liked the supplemental materials that came with it. I like the songs.
- Using an assembly program is a cute way of introducing students to a difficult concept.
- I like the idea of using music to introduce the topic of punctuation.
- The students at the assembly seemed to be having a really good time. I liked the interactive games. I liked the two songs that came with the program to teach punctuation. It is certainly a different way to approach a curriculum piece.

WHAT DID YOU LEARN FROM THIS PRODUCT?

- I learned that too often I forget to re-teach and enhance lessons with activities. It doesn't take much money or time to follow up a lesson with one of these activities.



- Students can learn about subject matter in different ways. In this case, the use of an assembly program may pique their interest in punctuation.
- The use of games and activities help make teaching the topic of punctuation fun.
- Students were actively engaged with interactive games and activities.

HOW WILL YOU APPLY INFORMATION FROM THE PRODUCT IN YOUR CLASSROOM?

- I will integrate the punctuation posters with my English series I am already using.

- Many (of this program's) ideas could be used in other curriculum as enhancement and re-teaching. I would use products they can do on their own, at their own desks.
- I will incorporate some of the games demonstrated in the video.

IF FUNDS WERE AVAILABLE, WOULD YOU RECOMMEND THIS PRODUCT TO A TEACHER AT THE APPROPRIATE GRADE/AGE LEVEL?

- Yes. The ideas presented were good, solid grammar rules.
- If a school/PTA had money to pay for this program it looks like it could be lots of fun for students.
- If a school had extra funds, it would be fun to have Mr. Rubin come and do an assembly program.
- The games and activities provided on the CD could be put to use in the classroom for students in grades 1-6.
- If a PTA had funds to purchase this program, I'd recommend it.

See page 7 for ordering information.

How we help young students learn about punctuation

Learning is easier when children are having fun, and they have a lot of fun with **Punctuation Playtime®**. We facilitate a 45-minute program of non-stop activities, games, and punctuation learning. **Punctuation Playtime®** takes a subject that children might roll their eyes at and makes it an engaging, enjoyable, and memorable learning experience.

We believe that reaching children at the beginning of their scholastic careers is critical in helping them develop the reading and writing skills that will be

key not only to their academic success, but also to their professional success as adults.

The children will remember the lessons they learned in this program for a lifetime!

Punctuation Playtime® meets Language Arts state standards.

**Book us now for fall 2009 and spring 2010 programs.
Call toll-free (877) 588-1212**

Two ways to get **Punctuation Playtime®**



Pin the Punctuation Mark on the Sentence—here at Roundout Elementary School, north of Chicago—is one of the most popular Punctuation Playtime® activities.

1 **Book us for programs**
We love working with young students. Please call us about coming to your school.
Call us toll-free at **(877) 588-1212**, or e-mail Jeff at Jeff@PunctuationPlaytime.com.

2 **Purchase our instructional DVD**
We also offer the program to schools and libraries as a training DVD. It takes teachers and facilitators step by step through our activities and learning objectives so they can replicate the program in their classrooms and assemblies.

The DVD can be shared for cooperative teaching. Several grades in one school can learn important writing and literacy skills. Teachers and facilitators can reinforce and support each other. It's a great value!

With either option, you'll receive a CD with:

- A Teachers' Activity Kit (12 punctuation activities)
- A Kids' Activity Kit (23 punctuation activities to be done individually and with parents)
- A set of four, 4-color punctuation posters for the teacher to hang in his/her classroom
- The Punctuation Rap® music and lyrics
- The sentences for Pin the Punctuation Mark on the Sentence.

Order the DVD/CD package for only \$299

Order online at www.PunctuationPlaytime.com

We accept Visa, MasterCard, American Express, and Discover credit cards.

If you prefer paying by check, make it payable to "Punctuation Playtime" and mail it to:

Punctuation Playtime, 1517 Buckeye Court, Pinole, CA 94564

Price includes shipping in the United States. To Canada or Mexico add \$5; to other countries add \$10.