



St. John's-Kilmarnock School
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Adrian Hoad-Reddick, Director of Academics
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A Showcase for Student Creativity

Dear Head of School:

At the October CAIS Heads' conference in Niagara-on-the-Lake, I introduced *SHOWCAIS*, a national magazine devoted to publishing writing, illustration and photography by CAIS students.

SHOWCAIS will be a bimonthly magazine publishing October through June—5 issues per year. The magazine is structured (with the author's permission) around Dan Pink's **six essential aptitudes**—what he calls in his book *A Whole New Mind* “the six senses”—on which professional success and personal satisfaction increasingly will depend:



Design. Story. Symphony. Empathy. Play. Meaning.

In order to prepare an October 2008 launch issue, I have to begin the process of subscribing interested schools. Annual subscription fees are detailed below, and are based on your school's student population. I have listed the project's benefits to your school, to your teachers and—most importantly—to your students.

Please use the enclosed form within this PDF to register your school's interest in *SHOWCAIS magazine* or to ask questions. Providing key contact information to your English and Visual Arts Department Heads will help me to streamline future communications with your school.

For more information contact: Adrian Hoad-Reddick
<ahoad@sjkschool.org> (519) 648-3602 ext. 44.

The Benefits of a SHOWCAIS Subscription:

Benefits for Your School:

- 250 free magazines per issue—250 x 5 issues. **At a cover price of \$10, the value of the magazines alone is approximately \$12,500.**
- Pre-order extra copies at \$1 per copy. SHOWCAIS magazines provide an excellent fundraising opportunity for your school.
- An annual draw to win a SHOWCAIS workshop of your choice. These workshops will challenge your students to collaborate on engaging and authentic media projects such as magazine design and radio production.
- Each issue of SHOWCAIS will contain a feature article on a creative “six senses” project in a member school. Every effort will be made to maintain publishing balance and equity amongst member schools, while maintaining high production and editorial standards.
- Schools will receive deeply discounted advertising rates to promote signature school programs in the magazines.



Benefits for Your Students:

- A national platform for student creativity
- Student payment for publication of their work (writing, illustrative, photography), and school points that may be redeemed for innovative SHOWCAIS workshops in magazine production and radio production
- Contests in each issue, with sponsor-supplied prizes
- Opportunities to participate on the magazine's *Youth Editorial Board*, contributing to community service hours
- Opportunities to participate in a weekly live literary radio show
- Opportunities to build a portfolio for post-secondary applications



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Benefits for Your Teachers:

- Teachers' Guides (10 copies per school) are customized for each issue with classroom extensions, reproducible black line masters, lesson plans and ideas, word play and articles ready to use in grade 7-12 English literature and language classes.
- Hands-on professional development; opportunities for teachers to participate on our National Editorial Review Panel.
- As the magazine develops, a host of creative services will become available, including web-based courses, access to Writers-in-Residence, editing services, summer internships and partnerships with organizations such as PEN CANADA.



I encourage you to review this material and contact me with any questions. We're sure you will see the value available to your school, students and teachers for a small investment. The program subscription fee is \$2000 per year (\$1000 for schools with fewer than 200 students).

I must move SHOWCAIS forward early in the New Year. I am asking for your commitment (no payment at this time) to the SHOWCAIS subscription prior to the holiday break. Please don't hesitate to contact me if you have any questions.

Please visit www.bookhooks.com/survey.cfm today and indicate that you wish to participate in this exciting publishing opportunity for your students. You can use the same form to communicate school contact information and to send your comments on SHOWCAIS magazine.

Sincerely, Adrian Hoad-Reddick, SHOWCAIS Editor

Adrian Hoad-Reddick is Director of Academics at St. John's-Kilmarnock School. He has 20 years of experience in four diverse CAIS schools. Adrian has a Master of Education degree from OISE in Computer Applications in Education. Adrian is also the CEO of Hoadworks, a new media company promoting literacy. Over the past four years, Adrian has served many roles on the publishing team of *What If?: Canada's Creativity Magazine for Teens*. He was also at one time the webmaster for CIS, CESI and CAIS. He instituted the CISIT-L listserv and the CAIS/CIS career boards. Adrian is the host of the Elora Writers' Festival and hosts a weekly literary radio show on CFRU in Guelph.

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