SPECIAL ANNIVERSARY ISSUE

HELPING CHILDREN AROUND THE WORLD TO READ AND LEARN

85 years
FROM WESTERN PENNSYLVANIA TO THE WORLD

Scholastic's story begins with a four-page magazine in 50 high schools

On the cover of the first issue of his first magazine, publisher M.R. Robinson promised his readers more: “Only four pages! No! Next week and every other week thereafter The Scholastic will have eight pages.” And he kept his promise: Following its initial publication on October 22, 1920, The Western Pennsylvania Scholastic did grow—first to the promised eight pages and, eventually, to become the cornerstone of the Company that is now the world’s largest publisher and distributor of children’s books, and a leader in educational technology.

Robinson found a niche that allowed his magazine—and his business—to expand: serving students in the classroom with publications written to their specific needs and interests. From covering high school sports and activities for 50 Pennsylvania high schools, he moved within two years to a 24-page national biweekly, The Scholastic covered national and world affairs, sports, literature, and the arts. With Coach (1931) and Junior Scholastic (1937)—both still going strong today—the Company began to increase steadily the number and scope of magazine titles on its roster.

CLASSROOM MAGAZINES TODAY

Eighty-five years after the launch of Robinson’s brainchild, Scholastic Classroom Magazines publishes 33 titles for grades pre-K through 12, reaching more than 25 million students and teachers across the country and internationally. Scholastic News®, Junior Scholastic®, and The New York Times Upfront® (in partnership with The New York Times) deliver age-appropriate coverage of current events, while subject-specific magazines such as Storytown®, Scholastic Math®, and Science Scope® support and enrich different areas of the curriculum. Scholastic News Online (www.scholastic.com/news), which provides up-to-the-minute news coverage, and the recently launched Write It, a writing and publishing site for students in grades 7 through 12 (www.scholastic.com/writeit), reach even more students and teachers via the Web. The U.K.-based Mary Glasgow magazines offer foreign-language titles presenting teen-interest articles in Spanish, French, and German.

“Magazines are the foundation on which Scholastic was built,” says Rebecca Bondor, Vice President, Editor in Chief of Scholastic Classroom Magazines. “They remain at the heart of our mission to promote reading and learning, and to help young people understand the world around them.”

M.R. Robinson

Maurice “Robbie” Robinson knew even as a young man that he wanted to be a publisher. After serving as the editor of his high school newspaper in Wilkinsburg, Pennsylvania, Robinson went on to Dartmouth College, where he edited The Dartmouth Daily. He graduated in June 1920, and by early fall he was creating the first issues of The Western Pennsylvania Scholastic in the “office” of his mother’s sewing room. Robinson, who once said, “I cannot recall a day when I did not look forward to tackling the work that was waiting for me in my office,” built steadily on the relationships with teachers and the trust of the Scholastic name forged by his magazines in their classrooms. He remained at the Company’s helm throughout his life. His son, Dick Robinson, now Chairman, President, and CEO of Scholastic, leads an organization that has grown into a $2 billion global publishing, education, and media company.

SCHOLASTIC THROUGH THE YEARS

20s

1920

The Western Pennsylvania Scholastic is published by M.R. Robinson, marking the beginning of the Company that would become Scholastic.

1923

The Scholastic Writing Awards are first held in connection with the Scholastic magazine; the program expands to include art two years later.

30s

1923

First “official” Advisory Board meeting with educators, including high school principals and the president of the National Council of Teachers of English.

1926

Scholastic publishes its first book, Splittings, a collection of student writings from The Scholastic Writing Awards.
Q&A WITH SCHOLASTIC CHAIRMAN

DICK ROBINSON

Dick Robinson today.

What has changed at Scholastic since you joined in 1962 as assistant editor of Literary Cavalcade®? What hasn’t?

Dick Robinson: By far, the most significant change is the size of the Company. While the Company is significantly bigger and the revenue considerably higher, the quality of our publications—our books, magazines and educational resources—has remained the same, and our mission to help children learn and love to read is still as much a driving force today as it was in 1920 when my father started Scholastic.

How do you see the Company evolving in the next year and in the years to come?

Dick Robinson: Our focus for the next year is to strengthen our children’s book business, develop and expand our education business, and sell more learning materials to parents and children at home. We are also planning for growth in our international business, both in distribution methods for children’s books and in resources that support English-language learning. As technology continues to evolve, Scholastic has responded and will continue to respond with development of technology-based learning products and new resources for parents, teachers, and children on the Internet.

What is the most rewarding part of your job?

Dick Robinson: Each day I get to witness Scholastic’s employees carrying out our mission—this includes everyone from the people who create and sell products, to the employees who answer our customers’ questions and pick, pack, and deliver these products.

Why is Scholastic’s relationship with teachers so important?

Dick Robinson: We rely on teachers’ feedback, insights, and classroom experiences to inform decisions about our products, and to ensure that the products effectively support them and engage their students in learning and reading.

What do you think has made the Company so successful?

Dick Robinson: For 85 years, teachers and parents have recognized Scholastic as a trusted name in learning. We strive to publish products that are age-appropriate, accurate, fun, informative, of the highest quality, and easy to use so we can further meet this trust and remain an important part of children’s lives. Scholastic will continue to be successful if we remember that the Company exists only because we are encouraging children to learn and love to read and engage their students in learning and reading.

CELEBRATING THE VOICES AND VISIONS OF YOUTH

For 82 years, The Scholastic Art & Writing Awards have been honoring the artistic achievements of young people. Pulitzer Prize-winning memoirist Frank McCourt, who has served as a judge of The Scholastic Art & Writing Awards, recently said of his experience: “After thirty years of reading high school writing I was prepared to be bored. Instead, I felt like cheering. . . . What I’ve read proves America—artistic America—is heading for a rich new century.”

After 82 years, The Awards not only celebrate the rich future of artistic America, but also document its past. Since 1923, the program—first instituted by M.R. Robinson as a writing competition in The Scholastic magazine, and now administered by the nonprofit Alliance for Young Artists & Writers—has been fulfilling a crucial, unique mission: to identify and encourage the artistic achievement of middle and high school students. Over the years, more than 13 million students have entered work in 25 categories—from glass and ceramics to poetry, fiction writing, and painting. More than 2.5 million students have been recognized and have shared in more than $25 million in cash awards and college scholarships.

Distinguished alumni of the program include Richard Avedon (in poetry), Robert Redford (in painting), Truman Capote, Charles White, Shirley Anne Williams, Luis Jimenez, Andy Warhol, and Sylvia Plath. Avedon, who won in 1941, said later that winning was “the defining moment in my life. . . . Being recognized by Scholastic meant that little pat on the back, that little sense of confidence that made me feel the doors were opening.”

The program is proud to have fostered that sense of confidence described by Avedon in millions of young people over almost a century. The Scholastic Art & Writing Awards also present the rare opportunity for students to share their work with pre-eminent artists and writers. In addition to McCourt, judges have included Gwendolyn Brooks, Robert Frost, Judy Blume, Elizabeth Bishop, and Andy Rooney.

1932 First “official” Thanksgiving dinner, hosted by M.R. Robinson.

1937 Junior Scholastic magazine, for students in grades 6-8, launches.

1948 TAB (Teen Age Book Club), initially a partnership with Pocket Books, marks Scholastic’s entry into the book club business.

1957 Scholastic Canada, the Company’s first international subsidiary, is established.

1961 Scholastic Education division launches with World Affairs Multi-Texts, a series of paperbacks on world history.
Scholastic is a global company in the truest sense of the word, with operations in 16 countries.

Books in Bombay? The Magic School Bus in Malaysia? Absolutely! Scholastic’s thriving international businesses have enjoyed steady growth since the Company first crossed the border to launch Scholastic Canada in 1957. Today, Scholastic operates in 16 countries including the U.S., and has emerged as an undisputed world leader in bringing books and educational materials of the highest quality to children in both developed and developing countries.

Scholastic makes its global presence felt through many entities and channels, including wholly owned companies with original trade and educational publishing programs; the distribution of books and software through school-based book clubs and book fairs; and door-to-door sales of Grolier reference products in developing parts of the world. In New York, an international sales force exports the Company’s U.S. products, including English Language Teaching (ELT) materials, while the licensing of foreign-language rights to Scholastic books brings beloved characters—from Clifford to Geronimo Stilton and Captain Underpants—to life in more than 40 languages.

“As we reach children in remote and developing parts of the world, we are realizing Scholastic’s mission on a genuinely global level,” said Hugh Roome, President, International Group. “Through our extensive English Language Teaching resources, and by providing books and educational materials through many other channels, we are helping to prepare children everywhere for success in a rapidly changing world.”

Where We Are Around the World
- Argentina
- Australia
- Canada
- Hong Kong
- India
- Indonesia
- Ireland
- Malaysia
- Mexico
- New Zealand
- Philippines
- Singapore
- Taiwan
- Thailand
- United Kingdom
- U.S. and Puerto Rico

1963 Clifford The Big Red Dog® makes his debut in Norman Bridwell’s first book about the beloved giant canine.

1964 Scholastic Scope®, the language arts magazine for middle school students, launches.

1968 Jefferson City facility, Scholastic’s national distribution center and home of the National Service Organization, opens.

1974 Dick Robinson, son of Scholastic’s founder M.R. Robinson, becomes President of the Company.

1978 Scholastic Production, Inc., known later as Scholastic Media, is formed.
THE SCHOLASTIC FAMILY HEADQUARTERS
For a company that had its first office in the sewing room of C.E. Dick Robinson’s grandmother’s house, the elegant new building at 557 Broadway in New York’s SoHo is an apt symbol of Scholastic’s growth from a small regional magazine publisher to a global children’s publishing, education, and media company. In 1992, Scholastic moved from its offices at 730 Broadway to 555 Broadway, a beautifully renovated building that originated as a turn-of-the-century department store. Outgrowing the new space almost immediately, the Company bought the 557 lot and hired Italian architect Aldo Rossi to design a new building that would adjoin the old. Though Rossi died tragically in 1997, his colleagues realized his vision, and the building opened in 2001. Rossi’s design has been widely praised for a sensibility that is at once up-to-date and consonant with the industrial roots of SoHo’s historic cast-iron district. In 2005, Scholastic received the Pinnacle Award for Outstanding Corporate Design has been widely praised for a sensibility that is at once up-to-date and consonant with the industrial roots of SoHo’s historic cast-iron district. In 2005, Rossi's vision, and the building opened in 2001. Rossi’s design has been widely praised for a sensibility that is at once up-to-date and consonant with the industrial roots of SoHo’s historic cast-iron district. In 2005, Scholastic received the Pinnacle Award for Outstanding Corporate Design has been widely praised for a sensibility that is at once up-to-date and consonant with the industrial roots of SoHo’s historic cast-iron district. In 2005, Rossi’s vision, and the building opened in 2001. Rossi’s design has been widely praised for a sensibility that is at once up-to-date and consonant with the industrial roots of SoHo’s historic cast-iron district. In 2005, Scholastic received the Pinnacle Award for Outstanding Corporate Design has been widely praised for a sensibility that is at once up-to-date and consonant with the industrial roots of SoHo’s historic cast-iron district. In 2005, Rossi’s vision, and the building opened in 2001. Rossi’s design has been widely praised for a sensibility that is at once up-to-date and consonant with the industrial roots of SoHo’s historic cast-iron district. In 2005, Scholastic received the Pinnacle Award for Outstanding Corporate

THE ORIGINAL HOME-SCHOOL CONNECTION
From TAB in the beginning to today’s 13 clubs, Scholastic Book Clubs have been getting kids excited about reading at home since 1948. scholastic employees know it well: the child-like look on the face of someone they’ve just met who says, “You work at Scholastic? Isn’t that the company we ordered books from in our classrooms when I was a kid? I used to love that!”

Many people associate Scholastic with Book Clubs before anything else, both because of the clubs’ ubiquitous presence in American schools and their deep roots in the Company. Scholastic’s founder, M.B. Robinson, first tapped into the business in 1948, building on the strong relationship with teachers the Company had fostered through its classroom magazines. Robinson initially partnered with Pocket Books to expand Pocket’s small club, TAB (Teen Age Book Club), which is still going strong today.

The basic book club concept, in which teachers facilitate students’ Scholastic book purchases by distributing order forms, collecting and submitting orders, and then distributing the books when they arrive, lent itself to steady expansion in the following decades. Junior TAB was created for middle school students in 1949, with Arrow® (1957), Lucky® (1961), and See-Saw® (1966) following to serve students in the younger grades. Today, there is a club for every child in every age group from preschool through high school.

As many as 6 million teachers currently participate in Scholastic Book Clubs. Did You Know?

Book Clubs fulfill Scholastic’s mission to get children excited about books and reading in two very basic ways: by encouraging young people to read for pleasure and by making it easy for them to get their hands on what they most want to read. “Everybody wins,” says Judy Newman, President, Book Clubs and Scholastic At Home. “Teachers love to support their students’ reading, and benefit by earning Bonus Points they can redeem for free books and learning materials for their classrooms. Parents love getting a great selection of books at great prices while helping to support their child’s classroom and teacher. And the kids, of course, are the biggest winners—they get to order new books they love each month, and to experience the joy and pride of owning their own books.”

Making Reading A Family Affair
Scholastic At Home (SAH), the No. 1 direct-to-home bookseller for America’s children from birth to age 12, makes it easy for parents to share the joys of reading and learning with their children. SAH, formerly part of Kroger, brings the Scholastic name parents know and trust from the classroom into their homes, and with it the benefits of books and reading to children during the crucial preschool years and beyond. Entertaining, educational programs such as Baby’s First Book Club® and the Disney and Dr. Seuss Book Clubs provide a new way to reach children from infancy to age 6, while offerings for older children support reading for fun and complement the Company’s school channels. Scholastic’s goal for its direct-to-home business? “Providing millions of parents and children with high-quality reading and learning materials at affordable prices,” says SAH President Judy Newman.

KIDS CAN’T WAIT to open the boxes when Book Club orders arrive!

More than 1 million teachers currently participate in Scholastic Book Clubs.

The benefits of books and reading to children during the crucial preschool years and beyond. Entertaining, educational programs such as Baby’s First Book Club® and the Disney and Dr. Seuss Book Clubs provide a new way to reach children from infancy to age 6, while offerings for older children support reading for fun and complement the Company’s school channels. Scholastic’s goal for its direct-to-home business? “Providing millions of parents and children with high-quality reading and learning materials at affordable prices,” says SAH President Judy Newman.

KIDS CAN’T WAIT to open the boxes when Book Club orders arrive!

Did You Know?

More than 1 million teachers currently participate in Scholastic Book Clubs.

From TAB in the beginning to today’s 13 clubs, Scholastic Book Clubs have been getting kids excited about reading at home since 1948.

The basic book club concept, in which teachers facilitate students’ Scholastic book purchases by distributing order forms, collecting and submitting orders, and then distributing the books when they arrive, lent itself to steady expansion in the following decades. Junior TAB was created for middle school students in 1949, with Arrow® (1957), Lucky® (1961), and See-Saw® (1966) following to serve students in the younger grades. Today, there is a club for every child in every age group from preschool through high school.

As many as 6 million teachers currently participate in Scholastic Book Clubs. Did You Know?

Book Clubs fulfill Scholastic’s mission to get children excited about books and reading in two very basic ways: by encouraging young people to read for pleasure and by making it easy for them to get their hands on what they most want to read. “Everybody wins,” says Judy Newman, President, Book Clubs and Scholastic At Home. “Teachers love to support their students’ reading, and benefit by earning Bonus Points they can redeem for free books and learning materials for their classrooms. Parents love getting a great selection of books at great prices while helping to support their child’s classroom and teacher. And the kids, of course, are the biggest winners—they get to order new books they love each month, and to experience the joy and pride of owning their own books.”

Making Reading A Family Affair
Scholastic At Home (SAH), the No. 1 direct-to-home bookseller for America’s children from birth to age 12, makes it easy for parents to share the joys of reading and learning with their children. SAH, formerly part of Kroger, brings the Scholastic name parents know and trust from the classroom into their homes, and with it the benefits of books and reading to children during the crucial preschool years and beyond. Entertaining, educational programs such as Baby’s First Book Club® and the Disney and Dr. Seuss Book Clubs provide a new way to reach children from infancy to age 6, while offerings for older children support reading for fun and complement the Company’s school channels. Scholastic’s goal for its direct-to-home business? “Providing millions of parents and children with high-quality reading and learning materials at affordable prices,” says SAH President Judy Newman.

KIDS CAN’T WAIT to open the boxes when Book Club orders arrive!

Did You Know?

More than 1 million teachers currently participate in Scholastic Book Clubs.

From TAB in the beginning to today’s 13 clubs, Scholastic Book Clubs have been getting kids excited about reading at home since 1948.

The basic book club concept, in which teachers facilitate students’ Scholastic book purchases by distributing order forms, collecting and submitting orders, and then distributing the books when they arrive, lent itself to steady expansion in the following decades. Junior TAB was created for middle school students in 1949, with Arrow® (1957), Lucky® (1961), and See-Saw® (1966) following to serve students in the younger grades. Today, there is a club for every child in every age group from preschool through high school.

As many as 6 million teachers currently participate in Scholastic Book Clubs. Did You Know?

Book Clubs fulfill Scholastic’s mission to get children excited about books and reading in two very basic ways: by encouraging young people to read for pleasure and by making it easy for them to get their hands on what they most want to read. “Everybody wins,” says Judy Newman, President, Book Clubs and Scholastic At Home. “Teachers love to support their students’ reading, and benefit by earning Bonus Points they can redeem for free books and learning materials for their classrooms. Parents love getting a great selection of books at great prices while helping to support their child’s classroom and teacher. And the kids, of course, are the biggest winners—they get to order new books they love each month, and to experience the joy and pride of owning their own books.”

Making Reading A Family Affair
Scholastic At Home (SAH), the No. 1 direct-to-home bookseller for America’s children from birth to age 12, makes it easy for parents to share the joys of reading and learning with their children. SAH, formerly part of Kroger, brings the Scholastic name parents know and trust from the classroom into their homes, and with it the benefits of books and reading to children during the crucial preschool years and beyond. Entertaining, educational programs such as Baby’s First Book Club® and the Disney and Dr. Seuss Book Clubs provide a new way to reach children from infancy to age 6, while offerings for older children support reading for fun and complement the Company’s school channels. Scholastic’s goal for its direct-to-home business? “Providing millions of parents and children with high-quality reading and learning materials at affordable prices,” says SAH President Judy Newman.

KIDS CAN’T WAIT to open the boxes when Book Club orders arrive!

Did You Know?

More than 1 million teachers currently participate in Scholastic Book Clubs.

From TAB in the beginning to today’s 13 clubs, Scholastic Book Clubs have been getting kids excited about reading at home since 1948.
SCHOLASTIC GETS KIDS READING

For generations, Scholastic’s original children’s books have entertained and delighted children and families around the world.

Since Scholastic published its very first book in 1926, the Company has grown to become the largest publisher and distributor of children’s books in the world. In 2005, Scholastic published more than 500 new titles while maintaining a backlist of more than 4,500; sold more than 50 million of its own books through bookstores, mass merchandisers, specialty sales outlets, and other book retailers in the U.S.; and distributed more than 350 million children’s books through its school-based Book Clubs, Book Fairs, and direct-to-home continuity programs.

Scholastic’s extensive collection of quality children’s literature—from fantasy to graphic novels, from Klutz “books plus” to board books—entertain and support children’s varied interests and stages of reading development. Bestselling series and individual titles include Harry Potter, Clifford The Big Red Dog®, I Spy, The Magic School Bus®, Goosebumps®, Captain Underpants, Chasing Vermeer, Geronimo Stilton, Dragon Rider, Charlie Bone, Dear America, and many more.

Many of Scholastic’s books and authors have received awards for excellence in children’s literature including the Caldecott, Newbery, and Coretta Scott King awards. The Company continues to develop best-selling authors such as J.K. Rowling, Walter Dean Meyers, Cornelia Funke, and Dav Pilkey, and to showcase new talent like Blue Balliett and Jeff Smith.

“Each book that Scholastic publishes enables a child to visit a faraway land, improve his or her reading skills, connect with family, or dream about the future,” commented Lisa Holton, President, Book Fairs and Trade. “It’s our ultimate goal that each Scholastic book will become lifelong readers, learners, and lovers of books.”

WILD FOR HARRY

J.K. Rowling’s series about the boy wizard Harry Potter has broken publishing records and inspired passionate devotion in readers of all ages.

For millions of readers of all ages, it’s difficult to remember life before Harry Potter, a bespectacled boy with a lightning-bolt scar and magical powers. But it was only in 1998 that Scholastic published the U.S. edition of J.K. Rowling’s first book, Harry Potter and the Sorcerer’s Stone. Faster than you can say “ Alohomora,” Harry and his friends in Rowling’s richly imagined wizarding world captured the hearts and minds of children and adults alike. The series became an international phenomenon that has yet to be rivaled by any other book.

On July 16, 2005, at 12:01 a.m., Scholastic released the sixth book in the series, Harry Potter and the Half-Blood Prince. The book sold 6.9 million copies in the first 24 hours, setting a new publishing record. Muggles across the U.S. celebrated the book’s release at more than 5,000 midnight parties before rushing home to read the book and find out the answer to the mysterious question, “Who is the half-blood prince?”

Did You Know?

There are more than 116 million copies of all six Harry Potter titles currently in print in the U.S.

CELEBRATING the arrival of the new Harry Potter title in July, 2005.

THE SCHOLASTIC PUBLISHING FAMILY


1993

Parent & Child® magazine, the learning link between home and school, debuts.

1993

Mary Glasgow, U.K.-based publisher of classroom magazines in French, Spanish, and German, as well as in English, is acquired by Scholastic.

1995

National Teacher of the Year Award, established in 1992, is sponsored by Scholastic for the first time.

1996

Lecturum, the country’s oldest and largest Spanish book distributor, is acquired by Scholastic.
PARTNER IN THE CLASSROOM

Scholastic Education helps teachers reach kids with a broad range of technology- and print-based products.

Visit any school in the United States, and chances are you’ll find Scholastic’s educational products in use, whether in a preschool, elementary, middle, or high school classroom or library. Since the early 1960s, when Scholastic began to produce supplementary books and teaching texts, the Company has been publishing an extensive range of learning materials. Grounded in the most current scientific research, Scholastic’s comprehensive learning solutions include technology products, multimedia instructional materials, print and online reference and nonfiction products, classroom libraries, and resources to support teachers and librarians.

“At its core, Scholastic has always been a company dedicated to helping children read, and we have developed a variety of innovative programs and materials to help every child in our nation's schools reach his or her full potential,” said Margery Mayer, President, Scholastic Education.

“Over the past few years,” Mayer added, “it has become increasingly clear that if we are to help all students be successful, technology must play a central role. Many of our programs have a strong technology component to engage students, individualize lessons, and monitor progress.”

Notably, in 1999, Scholastic introduced READ 180®, a ground-breaking reading intervention program proven to raise reading achievement for students in grades 4-12. Based on the research of Dr. Ted Hasselbring, now the William T. Bryan Professor and Chair of Special Education Technology at the University of Kentucky, READ 180® uses innovative technology to provide motivating, differentiated lessons in conjunction with teacher-led instruction and high-interest literature and audio books. Schools using READ 180® are currently turning around the lives of struggling readers in more than 6,000 classrooms.

Scholastic Education offers many other technology-based programs and products, including ReadAbout®, WiggleWorks®, Scholastic Zip Zoom® English, FASTT Math®, and the Scholastic Early Childhood Program featuring Clifford. All support the development of core skills for a wide range of age groups and skill levels.

Scholastic also offers tools for assessment and data management. With software programs such as Scholastic Achievement Manager (SAM), Scholastic Reading Inventory (SRI), and Scholastic Reading Counts!, educators can measure and monitor reading levels and provide customized instruction for students.

Teachers of every grade level and subject area also receive valuable support with the professional development resources of Scholastic Red, which combines the best of in-person workshops with the convenience of online learning, and Scholastic Teaching Resources, a comprehensive line of professional books.

In 2005, Scholastic Education reported an increase of 40 percent in educational technology revenues.

SCHOOL AND CLASSROOM LIBRARIES WORK!

“A core to books is the new civil right,” states Greg Worrell, President, Scholastic Library Publishing. “Research has proven that exposure to quality books provides the practice opportunities students need to increase their reading skills and improve their reading achievement test scores.” To ensure access to books, increase students’ knowledge base, and expand their interests, Scholastic compiles Classroom Library collections of high-quality, award-winning books for every grade level, reading level, and cultural background. Scholastic’s Library Publishing division is also the leading online and print publisher of reference products and nonfiction books, under the highly regarded Grolier, Children’s Press®, Franklin Watts®, and Grolier Online® imprints. Major reference sets include Encyclopedia Americana, The New Book of Knowledge®, and the new Encyclopedia Latina: History, Culture and Society in the United States.

LISTENING TO EDUCATORS

Ever since the Company’s founder, M.R. Robinson, consulted with a group of principals in Pittsburgh on the creation of his first magazine in 1920, Scholastic has partnered with teachers, administrators, and other educators to learn about their instructional needs and goals. Today, Scholastic hosts annual advisory board meetings at its corporate headquarters in New York City. Staff members visit teachers and students in classrooms around the country, meet with educators at conferences and events, and consult with them by email and telephone throughout the year. Scholastic’s editors and executives deeply value these opportunities to gain insight into the experiences of teachers and students, and the current trends affecting schools and families. What they learn informs product development and guides efforts to support instruction, engage students, and deliver effective educational resources.

1996 Weston Woods Studios®, creators of animated versions of beloved picture books, is acquired by Scholastic.

1998 First Annual Early Childhood Professional Awards are held by Scholastic, honoring excellence in early-childhood education.

1999 READ 180®, an innovative, technology-based reading intervention program, launches.

1999 The New York Times Upfront® debuts, delivering current events to high school students.

1999 Scholastic Teacher Fellows program begins, promoting leadership development among educators with an intensive summer internship at Scholastic’s headquarters.
M A D I A A N D T H E MI S S I O N

Through TV, film, videos, software, and more, Scholastic Media takes learning fun beyond print

As every fan of Clifford, Ms. Frizzle, and Maya and Miguel knows, Scholastic is about more—so much more—than books.

Since 1978, when it was founded as Scholastic Productions, Scholastic Media (SM) has been bringing beloved Scholastic book characters to life beyond the printed page—on television, video, DVD, film, in software, and online—and has created many new favorites along the way. Through these products and through extensive licensing and marketing of children's properties, SM has helped make many faces—canine as well as human—synonymous with the name Scholastic.


SM television programming has garnered extraordinary recognition with 35 Daytime Emmy nominations (resulting in six Emmy Awards), as well as multiple Parents’ Choice, Gemini, and Annenberg awards. Today, SM programs are seen by millions of viewers in 88 countries and in 36 languages. Beyond television, the division has established itself as a successful producer of feature films (see sidebar) and also reaches children around the world via the Web. Its branded sites receive millions of hits, offering children a personalized way to connect with each property.

SM distributes its innovative educational software through retail channels as well as through classroom software clubs. I Spy, Clifford, and other CD-ROM series offer affordable products that make learning fun. On video and DVD, Weston Woods Studios produces beautifully rendered animated versions of beloved children's books such as Maurice Sendak's Where the Wild Things Are and Jane Yolen's How Do Dinosaurs Get Well Soon? SM’s animation studio Soup2Nuts has produced award-winning comedy for television, including the series Dr. Katz, Professional Therapist on Comedy Central.

Scholastic Media President Deborah Forte believes passionately that education and entertainment do not have to be mutually exclusive: “Scholastic Media’s mission is to provide quality media experiences that enable children to understand something about themselves and the world around them in a way that engages today’s tech-savvy kids.”

SUPPORTING EDUCATORS

From first-year teachers to seasoned superintendent, educators turn to Scholastic professional magazines for the most current information and the freshest ideas. Published by Scholastic Marketing Partners, Instructor, Early Childhood Today, New Teacher, Administrative, and Coach and Athletic Director are packed with resources, expert advice, innovative strategies, and practical tips for education professionals. Parent & Child makes the home-school connection a reality, helping parents tap into the latest education research to better understand their children’s growth and needs.

THE MAGIC SCHOOL BUS television series stars Lily Tomlin as the voice of Ms. Frizzle.

THE I SPY SERIES on CD-ROM has sold nearly 2 million units.

THE I SPY SERIES on CD-ROM has sold nearly 2 million units.

2000s

1999 QED (Quality Education Data), is acquired to support education marketers with database resources and market research analysis.

2000 Grolier, comprising the prestigious Grolier reference, Grolier Online, Children’s Press, and Franklin Watts imprints, as well as direct-to-home continuities and operations in Asia, is acquired by Scholastic.

2000 Read For program launches, celebrating books and reading with an international read-a-thon for each new year.

2001 The Scholastic Store opens at the Company headquarters in New York City’s SoHo, followed by the Scarsdale, New York, store in 2005.

NEW YORK TIMES BESTSELLER

PICTURE BOOKS

Irresistible Twins Maya and Miguel made their debut in 2004, winning over television audiences with their show on PBS Kids Go!

In Clifford’s Really Big Movie, Scholastic Media brought the already larger-than-life big red dog to the big screen, delighting small movie-goers everywhere. That success was the latest in a growing list of SM’s feature-film credits. Past productions include Tuck Everlasting, The Mighty, The Baby-sitters Club, and The Indian in the Cupboard. SM will produce His Dark Materials, the film version of Philip Pullman’s bestselling trilogy, which will be directed by Annand Tucker. Other film projects are currently in development.
“READ FOR”...2006!

On Friday, December 2, 2005, children, parents, and teachers around the world will join in a global celebration of reading as they devote 2006 seconds (about 33 1/2 minutes) to reading a favorite book, magazine, or newspaper. The international read-a-thon marks the seventh year of the Scholastic “Read For” campaign that launched with Read For 2000, a worldwide initiative to celebrate reading in the coming year and to encourage schools to renew their commitment to inspiring young people to read.

Last year, Read For 2005 swept the world as classrooms from South Carolina to Saudi Arabia joined together in this global read-a-thon. More than 1 million children and 24,000 teachers in all 50 U.S. states and more than 34 countries participated. In the U.S., 40 gubernatorial first spouses served as Ambassadors of Reading, leading statewide celebrations. Firefighters, police officers, mayors, airline pilots, and local leaders also showed their support for the initiative, reading to children in schools in their communities.

Around the country and the world, Scholastic’s literacy events generate excitement about reading for kids and revenues for schools. One of Scholastic’s best-known and best-loved businesses is Book Fairs, which brings the joy and excitement of reading to children right in their schools.

Fairs are typically week-long events, where kids can browse through and buy newly released books, award-winning titles, classics, best-sellers, and interactive software from Scholastic and more than 150 other publishers, all at great prices. Scholastic provides the products, planning tools, and display cases for the events, which are run by volunteer parents, teachers, and school librarians.

Scholastic has been in the Book Fairs business for nearly 25 years, building on the strong relationships already developed with schools through Classroom Magazines and Book Clubs. In 1981, the Company acquired California School Book Fairs, then gained national presence in the field two years later with the acquisition of Great American Book Fairs. Today, Scholastic Book Fairs is a global business, with operations in all 50 states as well as in Argentina, Australia, Canada, India, Mexico, New Zealand, the Philippines, Puerto Rico, and the U.K. The undisputed leader in the field, each year Book Fairs sells more than 122 million books to 43 million children visiting more than 160,000 fairs in preschool, elementary, and middle schools around the world.

Fairs provide students, teachers, and parents with access to thousands of affordable books and educational products. They also provide much-needed resources for schools, which retain a portion of fair revenues to finance school projects and purchase classroom materials.

As Alan Boyko, Scholastic Book Fairs President, puts it, “What could be better than helping kids read and helping schools earn funds to buy more books to help them learn? Every book we sell brings readers a different experience, a different adventure, and an opportunity to grow.”

Book Fairs employees—branch managers, product coordinators, sales reps, warehouse staff, and drivers—are passionate believers in Scholastic’s mission to help children become avid readers and lifelong learners. Their favorite sound? The familiar cry, “Hooray, the Scholastic Book Fair is here!”
CULTIVATING LATINOS’ LOVE OF BOOKS AND LEARNING

Scholastic serves the reading needs of the Hispanic community

With a deep respect for the diverse groups that make up our multicultural society, Scholastic embraces the vibrant Latino community, offering an array of culturally relevant books, products, and services. “Our mission is to meet the reading and learning needs of every child. As one in five children in America is Hispanic, we have an opportunity and an obligation to support them with the best materials,” says Lectorum Publications President Teresa Mlawer.

Scholastic en español, a leading U.S. publisher of Spanish-language books for children, and Lectorum Publications, America’s oldest and largest distributor of Spanish-language children’s and adult books, provide a range of titles for Latino readers of all ages. Spanish-speaking and bilingual children learn about the world through the classroom magazine Scholastic News en español, and see themselves in stories from Club Leo, Scholastic’s Spanish-language Book Club. Lee y serás® (Read and You Will Be), a Latino early-reading initiative implemented in partnership with the National Council of La Raza and Verizon, celebrates Latino culture and supports the important role of the family in children’s early learning.

Many other divisions of the Company also offer products, programs, and educational resources to enrich the lives of Latino youth. In 2005, Scholastic Library Publishing was first to chronicle Latino contributions to American life comprehensively in Encyclopedia Latina: History, Culture, and Society. Scholastic Media’s Maya and Miguel, the hit animated show on PBS Kids GO!, celebrates bilingual children learning about the world through the classroom magazine Scholastic News en español, and see themselves in stories from Club Leo, Scholastic’s Spanish-language Book Club. Lee y serás® (Read and You Will Be), a Latino early-reading initiative implemented in partnership with the National Council of La Raza and Verizon, celebrates Latino culture and supports the important role of the family in children’s early learning.

T he front door to Scholastic in cyberspace is www.scholastic.com. Step inside and you will find something for everyone—kids, families, teachers, school administrators, and librarians. In addition to providing useful, fun, interactive content for all these audiences, Scholastic.com is an important retail channel for the Company as the home of Club Ordering Online (COOL), The Teacher Store, and The Scholastic Store Online. Teachers and parents can order products and catalogs, sample the latest advice from experts on reading and learning, and access a rich trove of free educational content and activities for children. Kids can play games featuring their favorite Scholastic characters, join a Flashlight Readers online book club, get homework help, or follow the latest news, written just for them, at Scholastic News Online.

Already a leader in print and entertainment, Scholastic saw the potential of the new medium early on. In 1993 a few Company visionaries joined forces with America Online, the world’s first Web-based service for teachers, parents, and librarians. This “online learning community,” hosted by AOL, was the first Web-based service for teachers and schools, and a milestone in unlocking the educational potential of the Internet.

Today, Scholastic.com is a thriving hub for content and commerce. Each month, the site draws over 3 million visitors and averages about 50 million page views. Last year, including Book Club sales, Scholastic was the third-largest Internet bookseller in the world and one of the top 50 e-commerce sites.

Says e-Scholastic President Seth Radwell, “We are unique in what we bring together all the divisions of Scholastic and all our customer groups in one place. In this way, we not only present a unified Scholastic to the outside world, but we also help drive communication, collaboration, and innovation throughout the Company. Going forward, we will further improve the Web experience for our core customers: kids, teachers, parents, administrators, and librarians.”
the highest quality of life in community and nation.
satisfying life with our cultural heritage consistent with the understanding and interests of young people at all levels of learning.

We believe in:
- The worth and dignity of each individual
- Respect for the diverse groups in our multicultural society
- The right of each individual to live in a wholesome environment, and equally, the personal responsibility of each individual to help gain and preserve a decent and healthful environment, beginning with informed care of one's own body and mind
- High moral and spiritual values
- The democratic way of life, with basic liberties—and responsibilities—for everyone
- Constitutional, representative government, and overhanded justice that maintains equality of rights for all people
- Responsible competitive enterprise and responsible labor, with opportunities for all
- Cooperation and understanding among all people for the peace of the world.

We pledge ourselves to uphold the basic freedoms of all individuals; we are unalterably opposed to any system of government or society that denies these freedoms. We oppose discrimination of any kind on the basis of race, creed, color, sex, age, or national origin.

Good citizens may honestly differ on important public questions. We believe that all sides of the issues of our times should be fairly discussed—with deep respect for facts and logical thinking—in classroom magazines, books, and other educational materials used in schools and homes.

READ AND RISE™, created in partnership with the National Urban League, helps African-American children develop strong reading skills for a lifetime of success. The program provides information and training to families and includes a literacy guide, a five-part family workshop series, and a quarterly magazine for adults and children to enjoy together.

LEE Y SERÁS® (Read and You Will Be), a collaboration with the National Council of La Raza and Verizon, is a groundbreaking national Latino early-literacy initiative supporting children’s reading development. A mobile learning center, a bilingual Web site, family and caregiver workshops, books, and an interactive, electronic tool kit for community leaders are among the resources offered to parents and communities.

WORDS TRAVEL is the first national literacy and family-strengthening program for incarcerated parents and their children. In collaboration with Volunteers of America, the program offers literacy training to imprisoned men and women and enables them to pass on the joy of reading by tape-recording books and sending the books and tapes to their children.

In addition to these programs, each year the Company strategically donates millions of new children’s books for global distribution via nonprofit organizations and government agencies. Through relationships with the American Red Cross and UNICEF, Scholastic and its employees rally to help communities affected by natural disasters. After Hurricane Katrina, Scholastic made a contribution to the American Red Cross and additionally matched employee contributions, as well as committing to large-scale donations of books and educational materials for children and schools in affected areas.

“Scholastic’s longstanding mission is to bring books and reading to all children,” says Karen Proctor, Vice President of Community Affairs and Government Relations. “We focus on the children who are most in need, and find ways to reach them by working creatively and effectively with their families, schools, and communities.”