



# Long Beach Water

Exceptional Water • Exceptional Service

1800 E. Wardlow Road, Long Beach, CA 90807-4931  
562.570.2300 | lbwater.org

## Board of Water Commissioners

May 13, 2021 Board Meeting

CHRISTOPHER J. GARNER, General Manager

### **Subject:**

Invitation for a Board sponsorship of the Newspapers in Education Program (NIE) for the Press-Telegram.

### **Executive Summary:**

The NIE Program benefits the community's students by providing an innovative and interesting way of learning. Teachers use the newspaper to teach a variety of subjects including reading, math, science, writing and geography.

The Long Beach Water Department has been asked to provide a Gold Sponsorship (\$500.00) for this program. The levels of sponsorship available are \$300.00 to \$1,000.00. An approved sponsorship is recognized in a "Thank You" advertisement in the newspaper, each month for a year.

The Long Beach Water Department has previously provided sponsorships for this program in the amounts of \$500.00 (2016 – 2020).

### **Potential Action/Fiscal Impact:**

Determine that an invitation to sponsor the Newspapers in Education Program (NIE) for the Press/Telegram complies with Board Policy Statement 1998-31 and approve a sponsorship in the amount chosen by the Board (range of sponsorship is \$300 to \$1,000).

**Fiscal Impact:** Funds for Long Beach related community activities have not been budgeted for Fiscal Year 2020-2021 annual budget. However, it is expected that these costs can be absorbed within the Water Fund using projected savings within the Fund.

Christopher J. Garner  
General Manager

Date

Attachments

Long Beach Water Department Program Sponsorship Application

## Cover Page

Submitted (date) 04/19/21 mail  electronic  yes

Event Date 05/15/2021 Time 05/15/21

Location Elem, Middle & High school classrooms

## **Title of Program/Event (NIE)Newspapers In Education program**

*Please attach previous or current promotional and sponsorship materials to this application.*

#### APPLICANT ORGANIZATION

Name of Organization (NIE)Newspapers In Education program

**Mailing Address** 8301 Broadway St. Suite 219 San Antonio Tx 78209

Phone 562-418-5622 ext 101 Federal/Tax ID 20-0976832

Check one:

- Not-for-profit Organization
  - Government Agency
  - Public Organization
  - Sole proprietor: \_\_\_\_\_ Owner

Owner's Full Name **Press-Telegram**

Address 605 E Huntington Drive Suite 100

Tax EIN/SSN \_\_\_\_\_

**Representative of Applicant Organization**

Name Jim Scott Title Senior Fundraiser  
Email jscott@newsineducation.org Cell 562-418-5622 ext 101

## PROGRAM INFORMATION

Please answer the following questions; attach additional sheets as needed.

1. Target market for the program/event?

Elementary, Middle and High School students in the Long Beach schools

2. Purpose of program/event?

Annual Partners in Education campaign to help fund the (NIE)Newspapers In Education program

3. Sponsorship request?

Gold Sponsorship renewal \$500

### Eligibility

Please explain how the program promotes one of the LBWD goals; attach additional sheets as needed.

1. Raising public awareness on issues related to the LBWD's mission and core business of the department?

Students that use the program become aware of current events and local issues.

2. Contributing to a sustainable Long Beach by promoting conservation?

Proud to provide the NIE program in an digital format with-out the impact of trash.

3. Promoting collaboration with regional partners as part of fulfilling the LBWD's vision?

### Applicant Signature

*The person signing this application certifies that the information presented on this application is correct and complete. This signature is also an affirmative statement that the program or event is not a political fundraising event and is non-partisan.*

Signature Jim Scott

Date 1/19/2021

Please mail or deliver your completed application to  
Long Beach Water Department  
Attention: Government and Public Affairs Bureau, 4<sup>th</sup> Floor  
1800 E. Wardlow Rd.  
Long Beach, CA 90807

Additional inquiries or information needed? Please call: 562-570-2300



## **City of Long Beach Board of Water Commissioners Handbook**

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### **BOARD OF WATER COMMISSIONERS**

#### **Policy Statement 1998-31**

#### **RE: EXPENDITURE OF WATER DEPARTMENT FUNDS FOR BOARD APPROVED LONG BEACH RELATED COMMUNITY AND CIVIC ACTIVITIES**

The source of the Water Department's revenues come predominantly from our customers' monthly payments for water and sewer services. The Board of Water Commissioners has a fiduciary responsibility to see that this money is spent to support the primary mission of the Department — providing the highest quality of water and sewer services to Long Beach residents and businesses.

Consistent with that mission, it is important for the Water Department to be an integral part of our Long Beach community. This includes educating and engaging Long Beach residents by supporting and participating in various activities and events of civic and non-profit organizations within our community and region.

Consistent with these goals, the Board of Water Commissioners has instituted the following guidelines for sponsoring and participating in community events:

- A. For events or activities that provide a clear educational component focused largely on water or sewer services, including water conservation, or provides the Water Department with an observable presence within the water or sewer industry, or involve a broad-based civic involvement, the Board will consider financial sponsorships of \$1,000 or more, as deemed appropriate.
- B. For events that do not have a primary focus on water/sewer issues but do provide the Water Department with an observable presence within the community, a financial contribution of \$1,000 or less will be considered by the Board. This contribution can include the purchase of individual event tickets and/or table participation and/or visible branding opportunities such as program advertisements. Consideration of more significant financial support will be given in those cases in which the Water Department partners with another City department(s).
- C. Beyond the level of focus the activity may or may not have on water/sewer services, the Board will also take into consideration other factors such as: a) past financial contributions from the Water Department, b) other financial support that may already be provided from the City of Long Beach, c) the make-up of the audience participating in the event in terms of size and free public access as compared with a limited, paying audience, and d) non-profit designation as compared with for-profit entity.

ADOPTED: September 24, 1998

AMENDED: August 26, 1999

AMENDED: May 24, 2001

AMENDED: April 17, 2003

AMENDED: March 18, 2004

AMENDED: November 17, 2016

AMENDED: August 22, 2019

# Press-Telegram

[www.presstelegram.com](http://www.presstelegram.com)

NEWSPAPERS IN EDUCATION DEPARTMENT

**Hello Sandy,**

The students & teachers send their appreciation for partnering with the Press-Telegram's Newspapers In Education program; 2016, 2017 2018, 2019 and 2020! (*spring, summer and fall schedules*)

Please thank your **Board Members** for their generous support of education during these challenging times.

Big thank you! to the Long Beach Water Department for participating as a Gold Sponsorship last year!

Your pledge (\$500) provided the NIE program (in the classrooms), the 24/7 e-edition program (virtual classrooms/remote online learning at home) and weekly lesson plans this valuable educational resource.

Website for program with activities and lesson plans- <https://socalnie.com/>

**Even with the pandemic... the students received the program for the entire school year.**

The students are currently using the program via the virtual classrooms and will receive the NIE program in the physical classrooms as they return.

The teachers request the program ahead of time for their classrooms and we need your help for the Press-Telegram's NIE Program; 2021!  
(*spring, summer and fall schedules*)

We recognized the Long Beach Water Department as a Gold Sponsor in “thank you” ads-- 12 times; once each month for the last year!

Wonderful learning experience for the students. Great recognition for the sponsors. Please continue to help provide this exceptional program for the students and teachers.

**(by renewing- your monthly ad recognition will be from May 2021 thru May 2022)**

We are currently using your logo with Gold recognition. Please forward any changes to your logo to [jscott@newsineducation.org](mailto:jscott@newsineducation.org).

All levels of participation are greatly appreciated!

Sincerely,

**Jim Scott**

Newspapers In Education

Press-Telegram

562-418-5622 ext. 101

# Press-Telegram

[www.presstelegram.com](http://www.presstelegram.com)

Sandy Fox

## Long Beach Water Department

**Thank you for your continued interest in the Newspapers in Education program.** This important program benefits our community's students by providing an innovative and interesting way of learning. Teachers use the newspaper to teach a variety of subjects including reading, math, science, writing and geography.

Your contribution provided the following benefits:

### For the schools:

- Each student in your sponsored classrooms received the newspaper to use in weekly activities.  
--NIE program newsprint (in the classroom)  
--24/7 e-edition (virtual classrooms/online learning at home)

**Even with the pandemic... the students received the program for the entire school year.**

The students are currently using the program via the virtual classrooms.

- The students learn from an up-to-date real-world source.
- Teachers receive curriculum guides and access to newspaper archives.  
(Instructional resources including Core Curriculum and Curriculum Enhancement categories; for every grade level and subject)

### For the sponsors:

- Your donation is an easy and effective way to contribute to the education of the youth in our community.
- Your generosity is recognized in a 'Thank You' advertisement in the newspaper; each month for a year. (12 times)

**We need your continued help today to make this opportunity available to every school in our community.** I have included more information about the program on the following page. Every sponsor makes a real difference, and I hope you will continue to be our 'Partner in Education'.

Sincerely,

**Jim Scott**

Newspapers In Education  
Press-Telegram  
562-418-5622 ext. 101

# Press-Telegram

[www.presstelegram.com](http://www.presstelegram.com)

- YES!** I want to help the students and teachers of our community by providing them with the most up-to-date text book available, the newspaper!  
(Please check appropriate box)
- Platinum Level Sponsor** (\$1000 contribution). As a Platinum Level sponsor, you will join an elite group of businesses as one of the largest supporters of education in the community. Your contribution will provide the Press-Telegram's Newspaper In Education program to area classrooms over the next year. In addition, your business will be recognized in the following advertisement:  
\* 12 months of recognition in our special NIE "thank you" ads. (Large Logo)
- Gold Level Sponsor** (\$500 contribution). As a Gold Level sponsor your contribution will provide the Press-Telegram's Newspaper In Education program to area classrooms over the next year. In addition, your business will be recognized in the following advertisement:  
\* 12 months of recognition in our special NIE "thank you" ads. (Small Logo)
- Silver Level Sponsor** (\$300 contribution). As a Silver Level sponsor your contribution will provide the Press-Telegram's Newspaper In Education program to area classrooms over the next year. In addition, your business will be recognized in the following advertisement.  
\* 12 months of recognition in our special NIE "thank you" ads. (Listing)

Please fill out the following information and fax to Jim at 866-553-9030

Business name: \_\_\_\_\_

Contact person: \_\_\_\_\_

Billing address: \_\_\_\_\_

Phone number: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Thank you for your commitment to education in our community!

Please fax to 866-553-9030

# Press-Telegram

[www.presstelegram.com](http://www.presstelegram.com)

## **WHAT IS NEWSPAPERS IN EDUCATION?**

NIE (Newspapers in Education) is a nationally recognized collaboration between corporate and community sponsors, local newspapers, and schools providing students with the opportunity to become more literate and knowledgeable citizens. NIE provides local schools with the newspaper and educational materials to enhance learning through real-life experiences relevant to students' daily lives.

## **WHAT'S IN THE NEWSPAPER FOR STUDENTS?**

Many issues and topics in the daily newspaper mirror student interests, making the newspaper relative to their world. NIE makes teaching and learning with the newspaper even easier with sponsored newspapers and specially designed curriculum guides. NIE provides students with hands-on learning activities and innovative ideas that turn the newspaper into a multipurpose tool. Newspapers provide students with an exciting addition to textbook learning.

## **WHY BECOME INVOLVED?**

NIE sponsorship is a low-cost, high-value way to give back to your community and invest in the next generation. Sponsorship helps schools stretch their budgets and meet literacy requirements. NIE sponsorship is good for business because it generates visibility and excellent public relations. Becoming an NIE sponsor benefits students, schools, and the community, while providing exceptional recognition and advertising for the sponsor.

## **Board of Water Commissioners**

### **FY 21 SPONSORSHIPS**

#### **CATEGORY 1: Interdepartmental Events**

Actuals	Description	Vendor Name
\$ 15,000	2021 State of the City Apprvd 12/17/20	LB Convention & Entertainment Center
\$ 15,000	TOTAL CATEGORY 1: Interdepartmental Events	

#### **CATEGORY 2: Community Outreach Events**

Actuals	Description	Vendor Name
\$ -	TOTAL CATEGORY 2: Community Outreach Events	

#### **CATEGORY 3: Ads for Events**

Actuals	Description	Vendor Name
\$ -	TOTAL CATEGORY 3: Ads for Events	

**Board of Water Commissioners**

CATEGORY 4: Ad & Individual Tickets for Events

Actuals	Description	Vendor Name
\$ -	TOTAL CATEGORY 4: Ad & Individual Tickets for Events	

\$ 15,000 TOTAL SPONSORSHIPS YTD

\$ - FY 21 SPONSORSHIP BUDGET