



THE MEDIA: TEACHER'S GUIDE

This is a basic outline to help you deal with press inquiries and potential interviews. As you receive calls from the press, the information listed here should serve as your guide.

SMG MESSAGES

The Stock Market Game[®] is:

- 1) The premier classroom stock market simulation in the U.S. with 700,000 participants annually.
- 2) Unlike other games, is closely tied to educational requirements/curriculum standards.
- 3) Is accompanied by an extensive "lesson plan" activities for math, reading, social studies and business.
- 4) A rich educational experience that enhances both academic and life skills.
- 5) Competition is not the heart of the program—it's the "spice, not the "dish!"

LOCAL SMG MESSAGES

A reporter, in an attempt to localize the story, will probably ask the following questions:

Has The Stock Market Game[®] :

- 1) Increased class attendance and participation?
- 2) Helped you reach high-risk students?
- 3) Encouraged cooperation among students?
- 4) Inspired creativity in problem solving and risk determination?
- 5) Illustrated the significance of mathematics, economics, etc. to your students?
- 6) Helped start them on the road to financial literacy?

WHEN YOU TALK WITH A REPORTER,

Reporters are concerned with getting as much information in as little time as possible.

DO:

- 1) Use care with your words. Anything you say can be used!
- 2) Challenge questionable facts.
- 3) Correct wrong assumptions.
- 4) Cite specific examples of how SMG has improved your teaching and increased students' interest.
- 5) Present specific anecdotes on SMG's benefits to your students.
- 6) Present your views in a positive manner.

DON'T:

- 1) Ask a reporter if he or she will use the interview.
- 2) Go "off the record." If you don't want to see it in print, don't disclose it.
- 3) Be afraid to tell a writer "I'll get back to you."
- 4) Ramble. Speak to the issue and be concise.
- 5) Answer questions with yes/no answers – Put it in your own words.

STUDENT'S PREPARATION:

Your students need guidance before speaking with reporters. Here are a few tips:

- 1) Rehearse with them, don't drill!! Help the students formulate their ideas.
- 2) Encourage your students to talk about learning, not winning.
- 3) Gently guide the students toward using anecdotes to illustrate their points.
- 4) Urge your students to be serious when answering the reporter's questions.
- 5) Suggest that the reporter interview the students individually. In large groups, kids might try to "sound cool" in front of their peers.

QUESTIONS TO ASK THE STUDENTS:

These questions are designed to help focus your students' thoughts when rehearsing for an interview.

- 1) What did you learn from SMG?
- 2) What was your favorite educational part of the SMG?
- 3) How has SMG improved your schoolwork?
- 4) Do you enjoy SMG?

ACTUAL TEACHER QUOTES (to give you examples of how other teachers respond to reporters)

“The SMG helps my students develop proficiencies that become lifelong habits.” - Illinois teacher

“The SMG makes my students much more attentive to daily developments in finance, and, consequently, current events in general.” – Wisconsin teacher

“When SMG students debate, strategize, and then act, they get a definitive sense of how to apply economic and other theories to the real world.” – New York teacher

“The SMG program opens up the idea that we live in a global economy and everything is connected.” - Florida teacher

TOUGH QUESTIONS TO EXPECT AND SUGGESTED ANSWERS

Aren't you encouraging gambling?

On the contrary, unlike stock market games that allow children to “play” the stock market to win cash or other prizes based on their portfolio value, usually without adult supervision, The SMG program teaches kids how to conduct research, work in teams to make decisions and gain skills, like math and business, as part of a classroom activity. Teachers who use the SMG program are trained to exploit the curricular and educational benefits of the program.

Does the Stock Market Game encourage greed and inappropriate values?

Because SMG is first, an educational program, and second a game that makes the learning fun, we think it encourages careful decision making, social skills, and respect for the risk inherent in investment.

The stock market runs year round, and we are supposed to encourage people to invest for the long term. Why only a 10-week game?

The SMG program is built around the normal semester structure in most schools. And since our goal is to teach the *basics* of economics and investment, including simple investment strategy (buy, hold, etc.), we think the semester structure is a good one. The limits remind students and teachers that this is only an introduction, not vocational training.

Parents only care about the basics (reading, writing, and arithmetic). Why should teachers take the time to participate in SMG?

The SMG program is an excellent tool for educating participants about economics and personal investing and makes education enjoyable and exciting. By simulating stock market transactions, SMG enables “investors” to use hypothetical dollars instead of real money. It empowers participants by stirring curiosity and excitement and motivates participants to seek knowledge about finance and economics while building valuable skills, such as research, writing, calculation and collaboration.

Because SMG *WORLDWIDE* can be used to meet requirements in so many subjects, teaching strategies will vary with the age of the student participants. It's not unusual for students to participate in the program several times between grades 4-12, learning different areas – in different subjects – with each new program.

What are the advantages of incorporating the SMG program into the curricula?

First, it is the leading and most widely used stock market simulation program in the world. Its popularity alone for 20 years says something about the quality of what it delivers.

Second, because the educational potential of SMG has been so carefully developed to give it maximum teaching versatility, it does so much more than other simulation programs. It can be used to teach math, geography, social studies, reading and writing skills, research, and social skills among others!

Third, for its student teams from inner city or other low-income areas, SMG provides a means of participating in the American Dream in a productive, legitimate way and makes staying in school a more attractive choice.

FOR ADDITIONAL INFORMATION, LOG ON TO SMG WORLDWIDE'S WEBSITE AT www.smgww.org OR CALL DONNA HAGGARTY AT 212/618-0586.