

I'm Sold! Planet Wordshop

Policies, Procedures, and Additional Information

Program Description and Timeline

Guide your students through several advertising copywriting techniques that make ads memorable and persuasive. The program will finish with students writing their own copy, while discussion centers the idea of being a savvy consumer.

Planet Word programs are adaptable and highly- participatory and may change depending on student engagement:

- 10 minute welcome, introduction to Planet Word, introduction to content.
- 20 minute educator-led discussion of copywriting techniques.
- 20 minute opportunity for students to create their own ads.
- 10 minute Q&A and conclusion

Standards Alignment

CCSS.ELA-LITERACY.RI.9-10.4: Determine the meaning of words and phrases as they are used in a text, including figurative, connotative, and technical meanings; analyze the cumulative impact of specific word choices on meaning and tone (e.g., how the language of a court opinion differs from that of a newspaper).
CCSS.ELA-LITERACY.RI.11-12.6: Determine an author's point of view or purpose in a text in which the rhetoric is particularly effective, analyzing how style and content contribute to the power, persuasiveness, or beauty of the text.

Cost and Payment

Planet Wordshops cost \$125 USD per program. On-site Planet Wordshops cost \$200 USD per program. This fee is waived for Title I schools and non-profit organizations serving disadvantaged populations in D.C., Maryland (Anne Arundel, Howard, Montgomery, and Prince George's counties) and Virginia (Alexandria, Arlington, Fairfax, Falls Church, and Prince William counties) or similar geographic range.

- The fees help ensure Planet Word can provide a qualified educator for the duration of the program, professional registration support, optional pre-visit support calls, and either a virtual platform for all programs.
- Reservation confirmations will be emailed and will include an invoice with payment details.
- Full payment must be received 3 days in advance of the Wordshop reservation date to avoid cancellation. Planet Word accepts payment via check or credit card (Visa, MasterCard, Discover, American Express). Credit Card Payments can be made via phone only 202-931-3150, Monday-Friday, 9 AM – 5 PM. Please make all checks payable to: Planet Word or The Museum of Language Arts, Inc.



Cancellation

- Please give us 2 weeks' notice if you need to change your reservation, and we will be happy to work with you to reschedule. Your consideration helps us serve as many groups as possible. Programs cancelled with less than 1 weeks' notice will not be eligible for a refund.
- If Planet Word needs to cancel your program for any reason, Planet Word will work with you to reschedule at another time. If we are not able to agree on a date to reschedule, and you have paid for your program, your program fee will be refunded.

Participants

Grades 7-12. 5-35 students. At least one school employee/supervising adult **MUST** participate.

Behavior Expectations

- Planet Word believes that everyone involved in our programming should be treated with respect-educators, parents, and students. Participants are responsible for behaving in a way that does not intimidate, endanger, or disrupt the participation of others. Any form of written or verbal abuse will not be tolerated.
- If the above behavior expectations are not followed, Planet Word educators may provide a verbal redirection. If the behavior continues, Planet Word educators may remove the participant from the program or end the program.

Expectations for Adult Educators and Chaperones

- At least one school employee/supervising adult **MUST** participate to ensure the safety and security of all involved.
- The supervising adult is responsible for making sure participants adhere to the behavior expectations above.

For Virtual Workshops:

- If the supervising adult is unable to participate or loses internet connection during the call, the Planet Word educator will end the program.
- The supervising adult will serve as a co-host to the meeting and will be responsible for admitting students to the virtual room.
- The Words Matter Planet Wordshop requires group work. The supervising adult will be responsible for dividing students into groups during the program.

For On-site Workshops:

- The supervising adult must be actively involved in redirecting students and actively engaging them in the learning experience for the entire program. If the supervising adult leaves the room, the Planet Word educator will end the program.

Virtual Tech and Security Requirements

- Planet Word will do our best to meet your group's security needs. If you prefer for us to send you a unique virtual meeting link on Zoom or Microsoft Teams, or for us to join you in your digital classroom, we're happy to be flexible. Let us know what you need.



- The Planet Word educator must have the ability to share their screen.

