

# WHAT'S THE LATEST WITH *DISCOVER LANGUAGES*



*Students from Pittsburgh area schools make their marketing presentation to the panel of judges at the Cultural Communications Alliance Marketing Competition in April.*



*Students from Upper St. Clair High School with their teacher Deanna Baird proudly display their second place trophy after the competition.*



*Pictured here is the array of Bayer's Advanced Lawn and Garden care products that the students had to market to the Italian population.*

The *Discover Languages* campaign continues to build momentum. Across the nation, language educators are raising public awareness by focusing on language programs and the important benefits that people of all ages gain from learning languages.

ACTFL Director of Education Marty Abbott recently visited the Bayer Corporation's Robinson Campus in Pittsburgh, Pennsylvania where seven of the area's high schools participated in the Cultural Communications Alliance (CCA) Marketing Competition. The competition is a program that focuses on preparing students for business dealings in the international marketplace. Students developed a market plan for Bayer's Advanced Lawn and Garden care products to present to Italian consumers. To develop their plan, they had to research the Italian business market, Italian consumer habits and culture, and the Italian language.

As reported in June 6 issue of *The Almanac.net*, Diana Kamyk, Manager of Diversity and Work/Life at Bayer Corporation and corporate liaison with the CCA board, remarked that the presenters were very poised and confident, and the thoroughness and depth of their research was impressive. The students and their presentations wowed Abbott, too!

"The competition was very exciting," said Abbott. "I was impressed with the level of research the students had done in preparation for the competition. The students made a real effort to understand the culture and people of Italy, and incorporate those aspects into the presentations."

Competitions such as this are being considered for implementation on a national level, and are exactly the type of program the *Discover Languages* campaign supports.

"It is imperative for students to start to think about what it takes to do business beyond the borders of the United States," added Abbott.

While in Pittsburgh, Abbott visited Streams Elementary School. Deanna Baird, Department Chair of the Upper St. Clair School District and ACTFL member, conducted tours of the high school as well as the elementary Spanish program. Principal Claire Miller was proud to share the language programs that have been instituted at the elementary level. Miller, who is very supportive of the program, is one of many school administrators who have jumped on the *Discover Languages* bandwagon.



# Give them the world. Speak up for foreign languages.



Abbott spoke to the children about the *Discover Languages* campaign, and when she mentioned how important it was to learn other languages their hands immediately shot up to eagerly tell her of any other languages they knew.

"It was evident that they took great pride in knowing multiple languages and they were certainly excited about learning Spanish," said Abbott. "They eagerly told me in Spanish whether they preferred having a *Discover Languages* button or wristband and then jumped up to be part of the picture!" (See sidebar.)



*George C. Marshall High School students Carly Sanders and Jorge Villatoro model the front and back of the *Discover Languages* shirts available from the product store at <http://www.discoverlanguages.org>.*

ACTFL's *Discover Languages* campaign has also pursued a variety of creative ways to spread the word. What better way to show the enthusiasm and excitement for learning a language than to photograph real live language students? That's exactly what ACTFL did in order to get some great shots for the *Discover Languages...Discover the World!* national public advocacy campaign for language education.

The shoot took place on April 12, 2006, at George C. Marshall High School in Fairfax County (VA). Students of all ages eagerly gave up part of their spring vacation to assemble at the school and be photographed in a variety of locations including some classroom scenes with their teachers! The students from the Shrevewood Elementary Chinese FLES program enthusiastically sat for shots with their teacher Dr. Mei-Jean Barth and the school's principal, Shirley McCoy. From the high school ranks, the students were supported by Assistant Principal Jeanene Sims. The photo shoot was coordinated by Fairfax County Public Schools Foreign Language Office Coordinator, Paula Patrick, and specialists, Gregory Fulkerson and Beatrix Preusse-Burr.

ACTFL thanks all these individuals for their efforts!

Kudos to all organizations who have designated *Discover Languages* as the official theme for their annual conferences and poster contests! ACTFL also congratulates the Foreign Language Association of North Carolina (FLANG) and their Advocacy Chair, Carolyn Wright, who arranged for this great message on a billboard for all to view on Highway 70 near Kinston. Thanks to UPS and Lamar Advertising for funding this effort and Cathie Hodges for sharing this with ACTFL members.



*Students from Streams Elementary School in the Upper St. Clair School District enthusiastically show their *Discover Languages* wristbands and buttons!*

These nifty red wristbands can be found at the *Discover Languages* online store (<http://www.discoverlanguages.org>). It is filled with a variety of promotional products to help bring attention to your events. You will also find a list of ideas for organizing and hosting events, and the *Discover Languages* logo is available for your use on materials publicizing your activities.

As the *Discover Languages* site continues to grow, teachers will find additional resources available. Suggestions are welcome and can be submitted to Marty Abbott, Director of Education at [mabbott@actfl.org](mailto:mabbott@actfl.org). Also, ACTFL wants to hear about your events, activities, and efforts made in promoting the *Discover Languages* campaign.