

AKO

THE JOURNAL
FOR EDUCATION
PROFESSIONALS

REACHING
MORE THAN
47,000 EDUCATORS
IN AOTEAROA
NEW ZEALAND



MEDIA KIT 2020

AKOJOURNAL.ORG.NZ





PROFILE

Ako is the journal for members of NZEI Te Riu Roa. There are almost 47,000 NZEI Te Riu Roa members throughout Aotearoa New Zealand. They are professional educators – teachers, principals, centre managers, teacher aides, administrators and many more – who work in primary schools, intermediates, kura and early childhood centres.

Each issue of *Ako* is based around a theme and includes a mix of shorter opinion pieces and in-depth articles exploring best practice in education, reflecting current research and providing a valuable “to-keep” resource for educators around the country. *Ako* features fresh, professional design with stunning, specially commissioned photographs. The *Ako* website delivers additional dynamic content, like videos and educator profiles, to augment the print journal.

Ako is the best way to connect with change-making educational professionals around the country, reaching most early childhood centres and 97 percent of primary schools, as well as academics, media and Ministers.



KEY FACTS

- 64 pages + cover
- Twice a year – winter and summer
- 50,000+ readers
- 79% of readers are age 30–59
- 17,000 Facebook followers (NZEI page)



*In te ao Māori, the concept of **ako** means both to teach and to learn. It recognises and celebrates the way knowledge and understanding grow out of shared learning experiences, for teachers and learners.*





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FEATURE | THE IMMERSION EDUCATION ISSUE

Kore to the Māori and immersion are shining examples of
Indigeneity, in a country of white hope that some resources are coming
to support culturally competent practice everywhere

Let the uniqueness of the
child guide us in our mahi



04 Photograph by Jonathan King, supporting the Immersion Education Issue



PHOTOGRAPH BY JONATHAN KING, SUPPORTING THE IMMERSION EDUCATION ISSUE



06 Photograph by Māori artist Jonathan King, supporting the Immersion Education Issue



08

Stunning images: Specially commissioned photographs and high-quality, professional design



Sign language and support systems

The landscape of Deaf education in New Zealand has changed a lot over the last 20 years. We look at the options now available to deaf children who are starting primary school.

Until a couple of years ago, Redwood School in Christchurch had little experience of teaching deaf students. But now, the students and teachers are enthusiastic about sign language, and seven-year-old Courtney Burcher has no problem communicating with her hearing friends.

Before Courtney started school, her New Entrant teacher and her teacher for the following year took lessons in New Zealand Sign Language (NZSL), as did other staff.

Principal John Stackhouse said they also spent a lot of time preparing the children and teaching them some sign language, especially those who would be in the same class as Courtney. He says it was important that they understood Courtney is the same as any other child, except that she is deaf.

"She has the same needs, same feelings and she would be learning very similar things. We made the point that she was just another kid," he says.

Now in Year 3, Courtney is the fifth deaf generation in her family and communicates solely via NZSL. Her mum, Priscilla Buzzard, is Deaf and her dad, Ryan Burcher, is a CODA (a hearing Child of a Deaf Adult).

Through an NZSL interpreter, Buzzard says that when they were looking at local schools for their older hearing daughter, it was important to make sure that the school would be supportive of Courtney when her time came.

Buzzard's memories of mainstream education are something she'd rather put behind her, but she says Courtney's experience has been much more positive and they were very fortunate to find Redwood School.

"Maybe [it's] to do with the other students being more understanding? For Courtney, other students realise that she's deaf, she uses sign language, but that's absolutely fine. I think in the old days that wasn't so accepted, perhaps."

Courtney is identified as having high learning needs because she communicates solely in NZSL, so she has a communication/education support worker, Gemma Williams, with her in class. Williams has the invaluable and quite rare ability to sign fluently.

Stackhouse says Williams is worth her weight in gold. "She's just a brilliant staff member all round, really. From the point of view of flexibility, sense of humour and ability to work with both the Deaf community and the general school community, she's one out of the bag."

Along with Williams to support her learning and upskill her teacher and classmates in NZSL, Courtney also has five hours a week with Scott McDonnell, a Resource Teacher of the Deaf employed by van Asch Deaf Education Centre. Van Asch was established in Christchurch in 1880 and is the world's oldest fully government-funded residential school for the Deaf.

McDonnell started his teaching career in



01 Courtney Burcher (left) with her sister Chloe at Redwood School

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In-depth features: Articles and interviews with top educators from around the country, based on current best practice, as a means of professional development, discussion and celebration



Vincent Olsen-Reeder

Compulsory to read in schools - what does it look like?

[illegible]

Ko te whakapūmanu i te reo ki te kura – ka pēhea hoki?

[illegible][illegible]

REVIEWS

Where's my jumper?

11/11/2019

This book is great if you have a little stress!
 We liked the pictures and the different animals, and there is lots to look at and talk about in each page.
 Matt liked to sit the frogs and the birds you can look through.
 As I see I was worried about the jumps but I liked that in the end - everything was okay.
 Miss read the book to us a few times and then I could read to us (Matt) and we could talk about the pictures together.
 - *Lucas (7 years) and Matt*

Why is that lake

to him?
Simon Pollard

Planning a visit to our natural history world? Not sure where to start? This book is for you. Written by Dr Simon Pollard, biologist and award-winning author, this authoritative guide to New Zealand's natural wonders has a wealth of information and inspiration

young New Zealanders, it provides a fascinating insight into the latest undercurrents

New Zealand context, this reviewer is a star. As a student reviewer or reviewer book,

get into it for a research project?"

I highly recommend a

[illegible]

and poetry. The *Zealand of Breeding* films are jam-packed with clips, experiences and observations. In the early stages of the book, it's almost too jam-packed as if a life's worth of ideas are competing for space. But as you go, the book falls the layers that reveal something very special at the heart of this story.

In 1990, Auckland, New Zealand, working mum Christine Jaggles has job as a retail telephone presenter with her activities

be right" (quote Kiwi), a location, and excavates the experience in ways that a prominent artist on his daughter Charlie).

The *Zealand of Breeding* films is at its essence a love-story on goats and trees and how it continues to change generations. C says "I feel like I've been on the inside, with horses that need mending".

The novel, despite a surplus of loose ends,

[illegible]

heral and accompanying her

on the bus or in the office. Christa's adolescence and her adulthood are populated with clusters of archetypes (Kramer Man, Uptight Woman, Fat Controller, et al) who all have an impact on her and who even abuse her and take from her. Despite the emotional intensity, they lack the essential humanity of her parents, Conrad and Berla, and their sister, Conrad



to one illness, become familiar with the rights and wrongs of the lawsuit, and take my own health into account. I think it's also how to use the system sensibly and not to sue unnecessarily.

Glenn Feldman as the first defendant, the well-meaning "bad" uncle.

I've lost count of how many times I have been engaged in lawsuits. I've been recommended, I've been sued, I've been sued twice.

— Anne H. Hill and daughter Sherry ★★★★★

The map of meaningful work

**Marjolein Lijps-Witteveen and
Lani Miletic**

The Map of Meaningful Work represents the combined work of two experienced practitioners in leadership. It contains tools (probably the Map of Meaningful Work can be used at an individual, group or organization level). Using the Map in particular allows people to take the time to identify aspects of their work that are meaningful to

Opinions: Guest opinion columns from national and international education experts

Reviews: Reviews of the latest books for children and educators

Advertising packages

DISPLAY ADVERTISING RATE CARD *	CASUAL RATE**
Inside Front Cover (double page spread)	\$6,500
Outside Back Cover	\$4,400
Inside Back Cover	\$3,900
Double Page Spread	\$5,600
Full Page	\$3,500
Half Page (vertical or horizontal) ***	\$1,900
Third Page (vertical) ***	\$1,450
Quarter Page ***	\$1,350

* Add a web ad (900 x 440 px) to any of the print packages for \$200; online ads appear mid-article for six months and may be rotated with up to two other ads

** Talk to us about booking spots in multiple issues to access a discounted rate

*** Solus positioning not guaranteed



To advertise, **EMAIL** akoadvertising@nzei.org.nz

Advertising material specifications

SUPPLYING PRINT-READY ARTWORK

Suppliers of advertising material are responsible for checking the quality and integrity of their files before submission. *Ako* will only accept files that meet the following requirements. Files that do not meet the requirements may be rejected:

- File must be PDF version 1.3. We recommend that PDF files are made to meet the international PDF/X-1a standard, which is available as a preset in all modern layout programs.
- All fonts must be embedded.
- All elements must be CMYK. RGB or spot colours are not allowed, as they cannot always be reproduced accurately in print. Files supplied containing spot colour or RGB elements will be converted to CMYK upon delivery to the printer.
- Images should have an effective resolution of 300dpi. (Low resolution images lead to poor print reproduction. What looks acceptable on screen may not when it's printed.)
- Trim size must be correct according to our specifications.

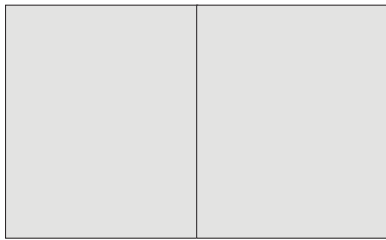


ADVERTISING PRODUCTION SERVICE

Advertisers have access to our production office for generation of high-quality, print-ready artwork, if required.

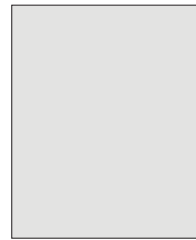
Advertisers will need to provide high-resolution images, text and concept ideas at least four weeks before artwork deadline. Pricing on application (from \$150, which includes one proof and one set of amendments).

Advertising material specifications



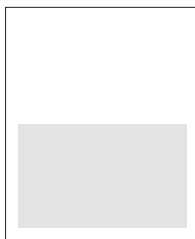
DOUBLE PAGE SPREAD

Trim size 420 x 275 mm plus 5mm bleed
all sides and trim marks offset 5mm



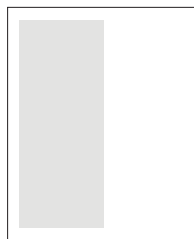
FULL PAGE

Trim size 210 x 275 mm plus 5mm bleed
all sides and trim marks offset 5mm



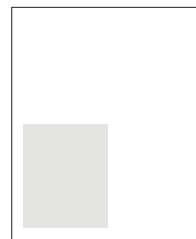
HALF PAGE HORIZONTAL

Trim size 190 x 118 mm
No bleed



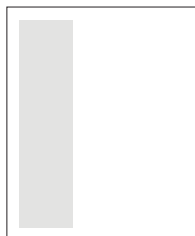
HALF PAGE VERTICAL

Trim size 90 x 255 mm
No bleed



QUARTER PAGE

Trim size 90 x 118 mm
No bleed



THIRD PAGE VERTICAL

Trim size 73 x 255 mm
No bleed

PLEASE NOTE:
All dimensions stated are
width x height

ONLINE RECTANGLE
900x440px
Max size 10mb

Key deadlines

	DISTRIBUTION DATE	BOOKING DEADLINE	MATERIAL DEADLINE
WINTER 2020	3 August, 2020	8 June, 2020	22 June, 2020
SUMMER 2021	8 February, 2021	25 November, 2020	9 December, 2020
WINTER 2021	2 August, 2021	9 June, 2021	23 June, 2021

*Subject to final confirmation, dates may change

To advertise, **EMAIL** akoadvertising@nzei.org.nz



THE AKO TEAM

MANAGING EDITOR

Stephanie Mills

As Director of Campaigns at NZEI Te Riu Roa and Managing Editor of *Ako*, Stephanie is passionate about quality teaching and learning – and ensuring Aotearoa has the best public education system in the world.
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EDITOR

Jane Arthur

Jane is an editor and poet with a background in children's book publishing and fundraising. She loves how *Ako* provides its readers with opportunities for learning and teaching, and how it celebrates the excellent work done by this country's education professionals.
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DESIGN AND DIGITAL

The design of *Ako* – print and web – is overseen by in-house Designer, **Meredith Biberstein**.

CONTRIBUTORS

Ako commissions award-winning writers, journalists and photographers to produce its lead features. Short guest editorials and opinion columns are written by lead academics, parents and other education experts.

PRINT AND POST

Ako is printed in New Zealand using paper made from pulp that is environmentally certified and from renewable and sustainable sources. It is Elemental Chlorine Free (ECF) and manufactured under strict ISO 14001 Environmental Management Systems (EMS). It is distributed to our members and other readers using recyclable paper packaging and NZ Post services.

