



# Experience USA TODAY



YOUR GUIDE TO THE PEOPLE, PLACES AND EVENTS THAT SHAPE OUR WORLD

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## News to Use

**News** • South picks up after Dennis; • Americans expect attack, poll shows; • Debate: National security; Forum: Time to own up

**Activity: Britons give Blair mixed reviews (Language arts: Developing research skills) page 2**

**Money** • Gas prices hit record high — again; • Business travelers routinely overcharged; • China adds to funeral troubles

**Activity: Detroit's hybrid false start (Business: Marketing: Consumers and their behavior) page 2**

**Sports** • BCS uses Harris Interactive to set formula for 2005; • Wrestling's new world rises from sand; • Letters to the Sports editor; • Snapshot: International All-Stars

**Activity: Teams bank on All-Star Game (Language arts: Communication skills) page 3**

**Life** • Superheroes hit the street; • Stefani, Mario capture sound of 2005; • Statins fail to hold off Alzheimer's in study

**Activity: Experts offer frank talk about stadium snacks (Health: Health information products and services) page 3**

## Developing Event

"Bikes used to be empowering for children. My parents didn't care where I went as long as I was home for supper. Now, parents are afraid to let kids out of their sight."

— Marc Sani, publisher of *Bicycle Industry and Retailer News* magazine

## Childhood increasingly moving out of outdoors, 1A

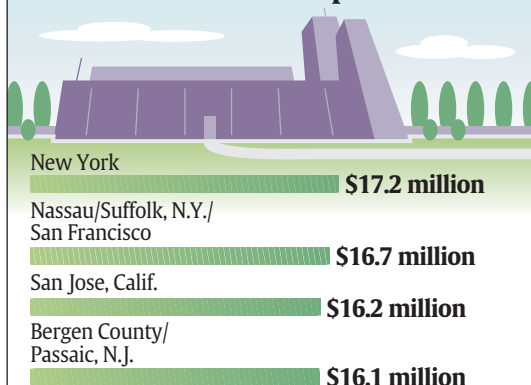
According to the article, how has "the fundamental nature of American childhood" changed in the last generation? What factors have led the shift from "outdoor" to "indoor" childhoods? How do children's bodies reflect the change? How have their brains been affected by this social and cultural transformation?

How were boundaries for kids once measured? How are they defined now? Why do many parents fear the outdoors? In your opinion, are their concerns justified? Why or why not? How has children's play changed in the past few decades?

What effect have new technologies, television, video games and the media had on modern lifestyles — including how people raise families and the experiences children have growing up? Is one way of growing up "better" than the other? Explain, citing specific examples to support your point of view.

## Career Corner

### Annual cost to run a corporate office



Note: Analysis of 50 largest metropolitan-area office markets for a 250-employee corporate office. Analysis includes labor, lease rates, utilities, corporate travel and other occupancy costs.  
Source: The Boyd Co. BizCosts Report

By Darryl Haralson and Keith Simmons, USA TODAY

USA TODAY Snapshots®



## ESOL Connections

Find an advertisement in today's paper that lists a price for its product. Imagine that you needed to purchase 45 of these items. What would your total cost be? Search for other ads that contain numerical information and create similar math problems. Trade with a partner and attempt to solve.

Aside from real estate expenses (office buying or leasing) what are the most costly aspects of operating a business? What percentage of operating expenses do you think go toward payroll?



## Britons give Blair mixed reviews, 8A

**STANDARD:** *Language arts: Developing research skills*

**DISCUSSION:** How does Briton Janet Lewis feel about Tony Blair's performance as prime minister? How could the recent bombings in London affect Blair's standing? What political battles has he won recently? Why do citizens tend to rally around their leaders during times of crisis? Do you think Britons or Americans have a more favorable opinion of the war in Iraq? Why is this?

**ACTIVITY:** When running a story about a public figure, USA TODAY will sometimes list pertinent facts about the person in a "bio box." Through research, find out the following information about Tony Blair: age, current position, affiliation, profession, education, philosophy, career zenith and career nadir. Then, on a computer, create a professional-looking bio box about him. Use a quote from Blair as the title of the graphic.



## Detroit's hybrid false start, 1-2B

**STANDARD:** *Marketing: Consumers and their behavior*

**DISCUSSION:** Why are American automakers having a difficult time marketing their hybrid vehicles? What miscalculations did auto executives make in the planning and selling of hybrids? What "tricky problems" do hybrids represent to car manufacturers? Why do you think hybrids have been more popular with autobuyers than expected? Why are hybrids both good for business and an automaker's image?

**ACTIVITY:** Like many people in business, auto engineers and other executives must anticipate what products consumers will want and buy. This means they have to develop products that are both appealing and affordable. (If hybrid vehicles cost \$50,000, for example, it's doubtful they would be as popular with autobuyers.) Develop an idea for a new feature that would impact an auto's fuel efficiency or significantly improve it in another way. Explain why consumers would be motivated to buy a vehicle with this new innovation.

TEST  
PREP

WORD



ISE

Define the following words as used in the article:

### Teams bank on All-Star Game, Sports, 1-2C

1. edifices
2. catalyst
3. berth
4. necessitated
5. predicated
6. mantra

- ANSWERS:
1. large buildings or imposing appearance
  2. a person or thing that causes or accelerates an event or change
  3. spot; slot; position
  4. made necessary or unavoidable; obliged; forced
  5. based
  6. formula or expression that is repeated often to facilitate a transformation



## Teams bank on All-Star Game, 1-2C

**STANDARD:** *Language arts: Communication skills*

**DISCUSSION:** Why is there competition among baseball teams to host the All-Star Game? What do the Tigers, Pirates and Reds have in common? Why is game attendance crucial to the success of a team? Is it more or less important than player development? How has Dave Dombrowski, president of the Tigers, revamped his organization? In what situations are “shopping sprees” necessary?

**ACTIVITY:** Imagine that there is an old, under-utilized stadium in your community or a city near you. In small groups, identify an innovative, alternative use for the edifice. Make sure your idea fulfills a need and brings recognition and/or revenue to the area. Then, create a diagram that shows how the stadium would be adapted for its new purpose. Explain your drawing in writing.



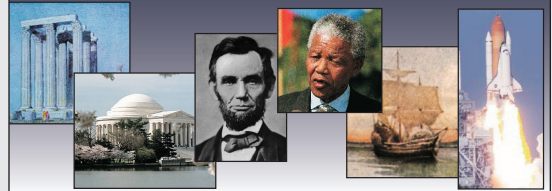
## Experts offer frank talk about stadium snacks, 7D

**STANDARD:** *Health: Health information, products and services*

**DISCUSSION:** What are some classic ballpark menu offerings? Which of these are surprisingly healthy? What healthy alternatives do many ballparks now offer?

**ACTIVITY:** Create a graphic organizer that lists the five healthiest and the five least healthy ballpark foods (based on total calories and fat grams) down the left-hand side of a sheet a paper. (Add two additional items that are regional favorites on menus at your local ballparks.) Across the top, jot down the following headings: serving size, calories per serving, carbohydrates, protein, fat (all in grams). Then, using information from the article as well as a credible outside source, fill in your chart. Compare and contrast your data with a classmate's.

## This Day In History



July 12

- ♦ In 100 B.C., Roman dictator Julius Caesar was born.
  - ♦ In 1543, England's King Henry VIII married his sixth and last wife, Catherine Parr.
  - ♦ In 1690, Protestant forces led by William of Orange defeated the Roman Catholic army of James II at the Battle of the Boyne in Ireland.
  - ♦ In 1817, naturalist-author Henry David Thoreau was born in Concord, Mass.
  - ♦ In 1984, Democratic presidential candidate Walter F. Mondale announced he'd chosen U.S. Rep. Geraldine A. Ferraro of New York to be his running-mate; Ferraro was the first woman to run for vice president on a major-party ticket.
  - ♦ In 2004, President Bush defended the Iraq war during a visit to the Oak Ridge National Laboratory in Tennessee, saying the invasion had made America safer.
  - ♦ In 2004, Wall Street brokerage Morgan Stanley settled a sex discrimination suit brought by the Equal Employment Opportunity Commission, agreeing to pay \$54 million.
- Walden is Henry David Thoreau's account of the two years he spent living alone in the woods of Massachusetts. In a section that questions people's acceptance of "the common mode of living," Thoreau muses, "It is never too late to give up our prejudices. No way of thinking or doing, however ancient, can be trusted without proof." What does Thoreau mean by "prejudices"? What is the common way of life nowadays? Do you accept it without question? Could you choose to live differently? If so, how?**

**Community & Family** EXTRA CREDIT!**Young viewers are tuning in to adult 'toons, Life, 3D**

What audience does the animated show *The Family Guy* target? Why are so many young children watching the program? Should they be?

David Goodman, executive producer of *The Family Guy*, says, "Watching television is a choice, not a right." What point is he trying to make? In your opinion, is it a parent's or a TV

producer's job to make sure that kids watch age-appropriate programs?

Nicktoons' Keith Dawkins says that "Kids are definitely more sophisticated these days." Do you agree? If so, does this mean that young people are better prepared to handle TV intended for adults? Ask your parents for their opinions.

**Quick Quiz****TEST  
PREP**

- What is the most popular television show with children? (News, 1-2A)
  - American Idol*
  - Blue's Clues*
  - Sesame Street*
  - Survivor*
  - The Simpsons*
- Which of the following is *not* the name of a hybrid vehicle? (Money, 1-2B)
  - Ford Escape
  - Honda Civic
  - Mercury Mariner
  - Nissan Altima
  - Toyota Prius
- Where is baseball's All-Star game taking place? (Life, 7D)
  - Boston
  - Chicago
  - Detroit
  - Houston
  - San Francisco
- Which city has won the honor of hosting the 2012 Summer Olympics? (News, 8A)
  - London
  - Moscow
  - New York City
  - Paris
  - Madrid
- The \_\_\_\_\_ monitors television programs for violations of obscenity guidelines. (Life, 3D)
  - Federal Trade Commission
  - Department of Justice
  - Government Accountability Office
  - Federal Communications Commission
  - Administration for Children and Families

Answers: 1.) a 2.) d 3.) c 4.) a 5.) d

**Student Challenge on ...****Health**

## USA TODAY Snapshots®

**Why having asthma is hard**

About 7 million children (9.2%) in the USA have asthma. What families with children ages 10-15 say is the worst thing:

**Parents say:****Kids say:**

Source: SRBI research for GlaxoSmithKline, U.S. Census Bureau

By Justin Dickerson and Alejandro Gonzalez, USA TODAY

**APPLICATIONS: cause & effect, knowledge**

**What are the physical effects of asthma? What kind of emotional toll do you think asthma takes on young sufferers?**

**More than 20 million Americans have asthma, a condition characterized by a temporary narrowing of the passages that transport air from the nose and mouth to the lungs.\* In short, asthma can make it very difficult to breathe.**

**Although asthma is a genetic disease (a condition passed from parents to children through genes), many factors can trigger its onset, including pollutants, dust and allergens. Other irritants such as cigarette smoke, perfume and sprays can exacerbate asthma as well. Factors such as weather and exercise also influence the condition's severity.**

**Through research, identify 10-20 specific asthma triggers. To what degree are environmental pollutants and other toxins responsible for the rise in the number of cases of asthma today? Why should we be concerned about the quality of the air we breathe?**

\*Source: The Asthma and Allergy Foundation of America

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