

We are building an...



Join the most exciting new professional development program for educational leaders to date. *(details inside)*

What is the Audio Journal and what makes it so valuable?

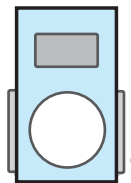
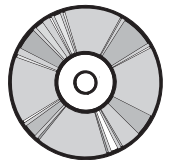
The *Audio Journal* is a monthly “executive briefing” for busy educational leaders in audio/digital format. The executive briefing is delivered each month on CDs, and as MP3 audio files on the Internet. From September to May, thousands of administrators hear interviews, commentaries, opinions, best practices, recommendations, and analysis from leading-edge education experts, best-selling authors and national policymakers. – short, concise, and to-the-point briefings that help them to be a better educational leader.

The *Audio Journal* is valuable because your time and money are valuable. In as little as 3 minutes a day, and for as little as \$8.33 a month, our members are updated and informed every month as they drive their cars, work out on the treadmill, or just do paperwork at the office or at home. The *Audio Journal* – being an audio format – is the only informational source that will not add a minute to your too long day, take a minute away from your family or cause you to change a single appointment in your calendar, if you listen in your car. There is nothing today in education, in any format, that dollar-for-dollar and minute-for-minute provides so much valuable information so conveniently and so cost-effectively.

Who is joining the electronic learning community?

- 🎧 *Educational leaders who don't have time to read what they already get – but recognize how important it is today to stay updated and informed. They want to learn when and where it is most convenient for them.*
- 🎧 *Educational leaders who want to learn from the best – the biggest and most respected names in education, business and management.*
- 🎧 *Educational leaders who want to take full advantage of technology – cell phones, iPods, MP3 players, PDAs, the Internet – to learn whenever and wherever they can.*

- 🎧 *Educational leaders who enjoy or are motivated by hearing the best speakers and workshop presenters.*
- 🎧 *Educational leaders who want to build their own district “learning community” with staff, sharing the Audio Journal as a major resource in discussions.*
- 🎧 *Educational leaders who understand that lifelong learning begins with them.*



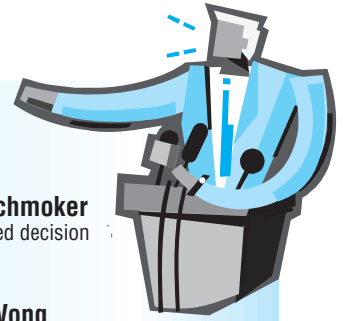
What do today's leaders learn from their monthly executive briefing?

- 🎧 The most current thoughts and insights from the best-selling authors, the leading-edge consultants, and the major policymakers in a thirty to forty minute interview each month (with a printed word-for-word transcript just a click away).
- 🎧 Brief updates and follow-up reports on what is working in school achievement, safe schools, building morale, improving communication, building quality, etc. (with more information just a click away).

- 🎧 Concise, “right-to-the-main-point” summaries, no more than three to five minutes long, of three to four of the most interesting articles in the professional publications that month (usually with a link to view the entire article on line).
- 🎧 Fifteen to twenty minute excerpts or highlights from keynote presentations from some of the biggest names in education, business, and management. Currently, we feature the general session speaker at the I/D/E/A, AASA, NSDC, NASSP, and NAESP conventions and other educational or business organizations.

Who are Audio Journal subscribers listening to?

A program is only as good as the people featured on it. The *Audio Journal* features simply the best speakers, the leading-edge consultants, major policymakers and best-selling authors. Here is a list of just some of the people who offered their opinions, strategies, insights, and commentary in years past:



- Paul Houston**
On NCLB's future
- Phil Schlechty**
Inventing better schools
- Todd Whitaker**
Dealing with difficult teachers
- Mike Schmoker**
Data-based decision making
- Bill Daggett**
On the curriculum of tomorrow
- Linda Darling Hammond**
On teacher quality
- Michael Fullan**
Promoting positive change
- Harry Wong**
Mentoring and induction
- Ruby Payne**
Understanding children of poverty
- E.D. Hirsch**
What a core curriculum looks like
- Rod Paige, Richard Riley, Ray Simon, David Dunn**
NCLB and federal policies
- Ian Jukes**
Technology and the internet
- Ivan Fitzwater**
Time management for educators
- Donna Beagle**
Understanding the culture of poverty
- Terry Deal**
On creating school culture
- Bill Banach**
Marketing your schools
- Gerald Bracey**
The truth about testing
- Lorraine Monroe**
Taking control
- Rick Dufour**
Building a learning community
- Charlotte Danielson**
A framework for improvement

FROM BUSINESS AND MANAGEMENT

- Jim Collins**
Going from Good to Great
- Jennifer James**
What the future will look like
- Steven Covey**
Seven habits of success
- Lester Thurow**
Preparing student for work
- Tom Peters**
Lessons learned from In Search of Excellence
- Warren Bennis**
Qualities of leadership
- Roger Dawson**
Negotiating secrets
- Malcolm Gladwell**
The tipping point
- Peter Senge**
Building a learning community
- Daniel Goleman**
Emotional intelligence
- Lou Holtz**
Building a winning team
- Mario Cuomo**
Playing politics with education

Don't just take our word for it – listen to what three members of our learning community say about the Audio Journal

I was so impressed with the quality and the convenience of the Audio Journal that my organization, Texas Association of Secondary School Principals, is sponsoring the Audio Journal for all the members.

Dr. Archie McAfee
Exec. Director, TASSP

As coordinator of Staff Development for Williamson County, I can testify that all my administrators look forward to getting their briefings each month. They have added so much to our administrative meetings!

Michelle L. Contich
Williamson County Schools, Tennessee

I have been a listener for several years. I depend on the Audio Journal to tell me what is happening and why. What a time saver!

Dr. Don Kussmaul
2004 AASA President

Accept our personal invitation to join **thousands** of educational leaders who are members of our electronic community!

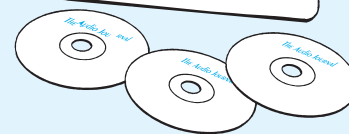
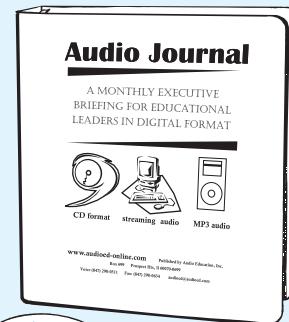
As a subscriber you will receive:



Option one: One CD each month (total of nine) of the executive briefing mailed first class plus free unlimited access to the streaming audio and web site with additional "just-in-time" information and special reports. **Only \$190.00 for a year's subscription on CD and web access.** (total value of CD and internet access is \$280.00)



Option two: unlimited access to web site, www.audioed-online.com to hear streaming audio of the executive briefing, additional "just-in-time" information, special reports and permission to burn one CD a month or download into an MP3 player (like an iPod or Dell DJ). **Only \$100.00 for a year's access.**



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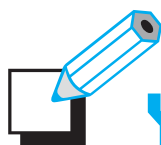
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Email us at jcisek@audioed.com

Special discounts for school districts wanting to build their own electronic learning communities!



AudioEducation



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