

Baton Rouge Parents Magazine Presents

# Kid Scoop News

2024

## 2024 Year in Review

How Far We've  
Come and Where  
We're Headed Next



## We need your help!



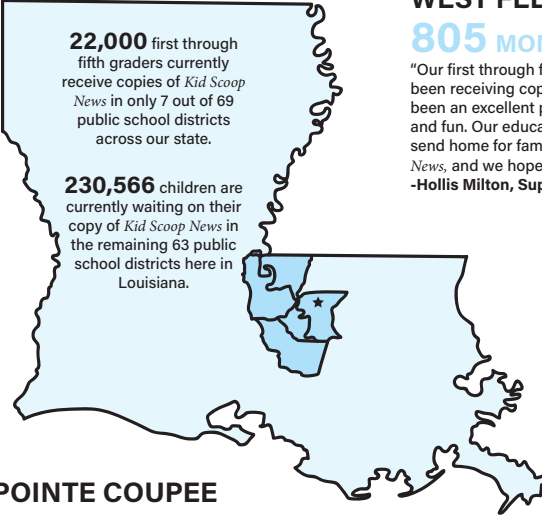
**Kid Scoop News**

This copy of  
**Kid Scoop News**  
belongs to:

familyresourcegroupinc.com | 225-292-0032

# OUR GOAL

The goal of *Kid Scoop News* is to open the doors of discovery for elementary school aged children across the state of Louisiana by providing interactive, engaging, and relevant age-appropriate materials designed to awaken the magic of reading at school, at home, and throughout their lives.



## POINTE COUPEE

**855 MONTHLY COPIES**

"The students and teachers in my school district love receiving and reading the *Kid Scoop News* publication. It has articles that are interesting to the students, and it encourages them to read. We want to cultivate lifelong readers and *Kid Scoop News* helps us in this initiative. We love it!"

-Kim Canezaro, Superintendent of Pointe Coupee Parish School Board

## IBERVILLE

**1,620 MONTHLY COPIES**

"The Iberville Parish School System has partnered with *Kid Scoop News*. Our elementary students receive the new edition monthly. The features, articles, and engaging activities provide relevant information and help to support student learning. Students and educators look forward to their arrival each month."

-Arthur Joffron, Former Superintendent of Iberville Parish School Board

## ST. HELENA

**1,000 MONTHLY COPIES**

"Louisiana is experiencing a literacy crisis with only 46% of students mastering ELA content by the end of third grade. Louisiana believes children are our highest priority. *Kid Scoop News* provides quick, easy-to-use activities and reading passages that support and strengthen school-home connections and deepen learning. The Louisiana Department of Education encourages regular reading at home and in the classroom to ignite a reading revival."

-Dr. Quentina Timoll, Former LDOE Chief of Staff



# OUR COMMITMENT

*Kid Scoop News* is committed to a vision of ensuring that every child has access to the tools and materials they need to read, write, and participate productively in their community. *Kid Scoop News* allows children to tap into their natural curiosity and expand their minds while fueling their sense of wonder.

## WEST FELICIANA

**805 MONTHLY COPIES**

"Our first through fifth grade students in West Feliciana Parish Schools have been receiving copies of *Kid Scoop News* since last spring. *Kid Scoop News* has been an excellent publication for students that is educational, highly engaging, and fun. Our educators have found them to be timely and unique materials to send home for families. Our students have been fortunate to receive *Kid Scoop News*, and we hope to continue this partnership in the future."

-Hollis Milton, Superintendent of West Feliciana Parish Public Schools

## ZACHARY

**2,200 MONTHLY COPIES**

"*Kids Scoop News* is a great free resource for our students and teachers that allows students to read grade-appropriate content and enjoy content activities. In addition, this resource provides our students and families with authentic ways to experience the fun of reading."

-Ben Necaise, Superintendent Zachary Community Schools

## EAST BATON ROUGE

**12,000 MONTHLY COPIES**

"As an educator, I want to express my strong support for *Kid Scoop News*. 'Every Child, in Every Class, in Every Community, Every Day' are the guiding words for the East Baton Rouge Parish School District. Literacy is a cornerstone of our educational mission, and *KSN* has this shared vision. *KSN* has been an integral part of the school community due to its ongoing contributions to literacy initiatives."

-Susan Gauthier, Director of Library Services Division of Literacy

## WEST BATON ROUGE

**1,507 MONTHLY COPIES**

"The key to improving education is having great leaders and teachers in our schools. For that to happen, we need to spend more time looking for the great work teachers are doing for students...and celebrate that. *Kids Scoop News* does that with every publication, highlighting students and the positive impact of school on their life."

-Wes Watts, Former Superintendent of West Baton Rouge Parish Schools

**360,000**

COPIES PRINTED  
PER YEAR

**58**

SCHOOLS REACHED  
PER YEAR

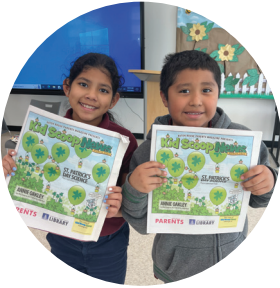
**288**

PAGES OF CONTENT  
PER YEAR

**30,000**

STUDENTS REACHED  
PER YEAR

# OUR PROJECTS



## HOME LIBRARY in partnership with East Baton Rouge Parish Library



**6** **400** **4,000**  
**SCHOOLS** **STUDENTS** **COPIES PER YEAR**

The Home Library Project is an initiative to improve reading levels among third grade public school students. Every month, 400 third graders in EBR Parish receive a copy of *Kid Scoop News*, a book, a letter, and a bookmark to grow their ownhome library.



## **BATON ROUGE AIRPORT KID SCOOP NEWS LITERACY AND LEARNING LAB**

**800,000** **1,200**  
**TRAVELERS** **COPIES PER YEAR**

"The addition of the *Kids Scoop News* Literacy and Learning Lab is another positive improvement to the overall family travel experience at the Baton Rouge Metropolitan Airport. I applaud the collaboration of Family Resource Group, Inc., the Baton Rouge Airport and other community partners for their focus on early literacy and reading." -**Representative Paula Davis**



## **ASCENSION PARISH SHERIFF'S OFFICE-STUDY COMMONS KID SCOOP NEWS LITERACY AND LEARNING LAB**

The second Kid Scoop News Literacy and Learning Lab in partnership with the Ascension Parish Sheriff's Office-Study Commons in Donaldsonville, LA, and the Union Pacific Community Ties Giving Program supports our earliest readers in Ascension Parish to promote family engagement and encourage the love of reading.



**CITY OF BATON ROUGE**  
PARISH OF EAST BATON ROUGE

Over **18,000** copies distributed to community-based organizations | **50,000** Baton Rouge residents impacted in our community

Through Mayor Broome's BRAHL Baton Rouge Advancing Health Literacy Program, we are distributing *Kid Scoop News* to all East Baton Rouge Parish Housing Authority Residents. To provide access to health content on COVID and other health-related topics.

BRAHL Coloring Contest for all first through fifth graders within East Baton Rouge to promote access to health-related material within vulnerable communities.

"*Kid Scoop News* is a valuable resource that empowers our youth to engage in the world around them, all while developing their love of reading. I am proud to support this resource and help build the foundation of literacy for our youth!" -**Mayor Sharon Broome**

# OUR IMPACT

Since launch here in Louisiana in April of 2021, Kid Scoop News has distributed over a million copies for our earliest readers.

# OUR PARTNERS



Aetna Better Health® of Louisiana

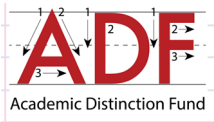


**BRAHL**

Baton Rouge  
Advancing  
Health Literacy



**CITY OF BATON ROUGE**  
PARISH OF EAST BATON ROUGE



*Baton Rouge  
Area Foundation*



# WHAT'S NEXT



1. Launch Kid Scoop News mobile app to track child and parent engagement
2. Fall 2025 opening the 3rd Kid Scoop News Literacy and Learning Lab at the Inspiration Center at Howell Community Park Baton Rouge LA.
3. Expand our *Kid Scoop News* footprint throughout the state of Louisiana