



**Gold Seal:**

Copernicus Education Gateway

<b>Author(s):</b> Karen DeCarolis			<b>Lesson Title:</b> Halloween Letter Contest			
<b>Grade Span</b>			<b>ICLE Application Model</b>			
K-4	5-8	9-12 XX	A	B	C	D XX

**Instructional Focus:**

**Writing**

Students write for a variety of purposes and audiences with sophistication and complexity appropriate to the grade level.

**Performance Task**

The Chamber of Commerce is publishing a special fall brochure. The brochure's main theme will center on local Halloween attractions. Winners of the contest will be given free advertising depending on their placement level. Students are asked to submit a letter to their Chamber of Commerce in block-style format. Each letter must contain the following information:

1. Letterhead (includes name of attraction, address, phone number, e-mail address and clip art)
2. Date
3. Inside address
4. Salutation
5. Body of letter (minimum of four paragraphs and five sentences in each)
  - Describe your attraction in detail
  - Include dates and times that you are open, admission price and any age restrictions
  - Use proper grammar and sentence structure
  - Make sure all information flows in an orderly fashion.
6. Closure
7. Signature (Student's name)

Note to the teacher: Provided is an example of the contest with all the rules (see Halloween Letter Contest Chart).

**ICLE Essential Skills**

Apply in writing the rules and conventions of grammar, usage, punctuation, paragraphing and spelling. (ela 1)

Follow written directions carefully and accurately. (ela 6)

Present information in well-organized fashion that will be clear to the target audience. (ela 11)

Understand and produce a variety of informative formats such as business letters. (ela 22)

Use writing as a way of expressing personal creativity. (ela 37)

Proofread and correct first drafts. (ela 42)

Understand the needs of a specific audience and write and speak in ways that address these needs. (ela 62)

**Scoring Guide:**

Score each of the following characteristics on a 4 to 0 basis, where

- 4 = Surpasses Expectation
- 3 = High Quality
- 2 = Satisfactory Quality
- 1 = Minimum Quality
- 0 = Does Not Meet Expectation

<u>Characteristic</u>	<u>Criteria</u>	<u>Score</u>
Letterhead	Name of attraction, address, phone number, e-mail address, use of clip art. Presentation is appealing to the eye.	_____
Letter Format	Letter includes date, inside address, salutation, body, closure and signature. Proper spacing is used between each part of the letter.	_____
Body of the Letter	Minimum of four paragraphs and five sentences in each paragraph. Information flows in an orderly fashion.	_____
Neatness/Accuracy	Final draft is well written. Student uses proper grammar and sentence structure.	_____
Creativity	Presents letter in a creative and imaginative way.	_____

**Keywords**

English Language Arts		
Reading Comprehension Technology Composition Correspondence Creative Writing Elements of Writing Paragraphs		
Writing Word Processing		
Communications Dramatization Humor Technology		
Literature Technology		
Other Halloween Holiday Contest Writing Clip Art		

## Chart

### \*\* CONTEST \*\*

The local Chamber of Commerce is publishing a special fall brochure to the residents of your county. The brochure's main theme will center on local Halloween attractions. Three winners will be selected. The best Halloween attraction will be placed on the front cover of the brochure and be given free exposure on R-News and Mix 100.5. Second and third prize contestants will receive free advertising inside the brochure. The editors of the brochure will judge the contest and the winners will be notified on October 15, 2000. The deadline for all entries is October 10, 2000.

Contest Directions: Submit a letter to Rochester Chamber of Commerce, Halloween Contest, P.O. Box 455, Rochester, NY 14562 describing your Halloween attraction.

1. Halloween Letterhead (Attraction Name, Address, Phone Number, E-mail address and Clip Art)
2. Date October 5, 2000
3. Inside Address
4. Salutation
5. Body of Letter (minimum of four paragraphs and five sentences in each)
  - a. Describe your attraction in detail
  - b. Include dates and times that you are open, admission price and any age restrictions
  - c. Use proper grammar and sentence structure
  - d. Make sure all information flows in an orderly fashion.
6. Closure
7. Signature (Your name)