



Contact Information:
Manisha Solomon,
Media Relations
1.800.567.7733 (phone)
1.800.229.3855 (fax)

Interview Questions for Sara Jordan

1. *What got you started?*

A: When I began my teaching career, I was placed in a school teaching children of new immigrants. Many of these students were so far behind in basic literacy and numeracy skills that I sought for a way to help them upgrade those skills as quickly as possible. The very first program I composed and produced was *The 3R Rap*®, (Multiplication Songs), which I created specifically to boost multiplication and reading skills for adolescents. These songs helped with both skills at the same time.

2. *What are you currently working on?*

A: We will be expanding our Bilingual Songs series as well as our Singing Sight Words series.

3. *What is your favorite title?*

A: I have different favorite titles for different reasons. But, I'm most proud of the *Bilingual Songs Series*. They were the most complicated and most challenging to produce. Putting one of these songs together is akin to mastering a tricky puzzle. Each song had to rhyme and flow with the music. The verses and choruses also had to be exact translations between the English and the second language. Of course, we also needed to take into account the theme or lesson taught within each song. Each album was an enormous group effort involving dozens of contributors.

4. *How did you get involved with adult literacy?*

A: During my career as an educator, I had many adolescent students with special needs. I soon realized that what worked for these older students would also work with adults. Over the past year, I've been a volunteer tutor with the local adult literacy center. It's neat to see that what works for younger students, in many cases, works for adults as well. I've seen my adult literacy student jump four grade levels in less than a year.

5. *How many countries carry your products?*

A: Our educational programs are sold in over 50 countries including the U.K., Europe, East Asia, Africa, Australia, New Zealand, Latin America and, of course, the USA and Canada. Many of these countries are listed on our website.

Page 1 of 3

Sara Jordan is available for an interview. Please contact media@sara-jordan.com. Sara Jordan has been a composer and educator for over 25 years. Sara Jordan Publishing has produced an impressive array of award-winning educational programs. Over 60 educational audio programs and resource books teach Math, Phonics, Health and Social Studies. Due to worldwide requests from parents and teachers alike, most of her titles are now available in English, Spanish, and French. Visit www.songsthatteach.com

Contact: Manisha Solomon, Media Relations 1.800.567.7733 / media@sara-jordan.com.



Contact Information:
Manisha Solomon,
Media Relations
1.800.567.7733 (phone)
1.800.229.3855 (fax)

6. *Why did you start going to the Frankfurt and Guadalajara Book Fairs? These are quite special shows and not many educational publishers attend.*

A: We decided to give Frankfurt a try in 2006, and have been doing the Guadalajara show since 2002. These shows give us international exposure like nowhere else; we also connect with buyers, meet new retailers, and see what's new.

7. *The Singing Sight Words series is the newest addition to the Sara Jordan catalog. Where did the idea for this series come from?*

A: This series is based on the system of frequently-used words identified by Dr. Edward Dolch. School districts throughout North America require their students to be able to spell and recognize a series of high-frequency words at each grade level. This is a critical factor in the academic success of these students. There was a real need for a "singing sight-word program" based on the Dolch method. We decided to fill that void.

Currently, there are other high-frequency lists, but they all base themselves on the Dolch list. We strictly adhered to the 220 words and the list of 95 high-frequency nouns when we produced our series. Teachers love it and us for it.

8. *How were your children involved in the early days of your company and how did they benefit from your songs?*

A: At the time, my son was finishing grade four and my daughter was about to enter Senior Kindergarten. I really wanted to be able to help the adolescents at my school who still couldn't multiply. When my son's vice-principal mentioned that we had to review his times tables more at home, I resolved to create *The 3R Rap*®. It was because of my daughter that I created the Early Learners line. Over time, it became easy to find ideas for new titles because I saw what my kids needed help with and I knew that other kids would be helped, too. Addressing the needs of students gave me all the ideas I needed to expand into new directions such as our Bilingual Songs series, History, and Language Arts.

As a single mom, I needed all the help I could get when I started my company. My kids helped me package up the audio kits and sometimes even helped out on recordings and at tradeshow.



Contact Information:
Manisha Solomon,
Media Relations
1.800.567.7733 (phone)
1.800.229.3855 (fax)

9. *You always try to accommodate different learning styles of children in your work. How did that come about?*

A: As an educator, I saw that my students learned in different ways. In 1983, Howard Gardner released new information about the seven different intelligences. For example, writers, lawyers, speakers, and poets would have what is called Linguistic Intelligence. They use language to remember information. They have a good grasp of their native language and can express themselves well through language. I use rhyme to teach students who predominantly learn this way.

My students with Musical Intelligence quickly picked up on the rhythm of the songs and remembered the words because of that. The rhythm and rhyme of the music appealed to those students who had Bodily-Kinesthetic Intelligence because the music got them to move. We have an article with more information about the Multiple Intelligences by Gardner on our website at www.songsthatteach.com under Articles in our Media Room.

10. *What is your favorite food?*

A: Hot sauce and jalapeno chili peppers. I have hot sauce on everything I eat. Even when I was pregnant, I packed a bottle of hot sauce with me to take the hospital to give the food some oomph!