

Local

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Snack food marketing

Peshtigo AP English students learn an interactive lesson

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PESHTIGO—Students in Melissa Fields' Advanced Placement Language and Composition class recently presented projects on the image and marketing of a snack food. Advanced Placement students are enrolled in a high school class, which follows a college-level format.

"AP classes are a fun and challenging way to prepare for college academic expectations and rigor, while potentially earning college credit," Fields said.

She said students are able to benefit from the comfort of a familiar high school teacher, yet are challenged in a manner which matches college standards. In addition to high school English class credit, students are able to take a test to earn college credit. To challenge her junior AP students, Fields created an assignment titled, "Snack Foods Marketing Rhetorical Analysis and Synthesis."

Fields created a unit matching the advanced placement criteria where she let students pick the snack food of their choice for



Peshtigo junior Ashley Hanneman explains marketing of Jack Links snacks.

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marketing analysis. She explains that the most challenging elements of the AP Language exam include evidence of "the ability to persuasively communicate argumentatively, rhetorically analyze authors/speakers and synthesize information for its purpose and strategic intent."

Students completed these objectives about their favorite snacks. Not only could students choose their snack to analyze, they could also tailor their

presentation to fit their interest. Some students followed the more traditional slideshow type approach, while others created game-show styled presentations. Students were to note the ingredients and where they came from.

Also, students were to explain how their favorite snacks were marketed and determine the target audience. Students were also to look closely at packaging.

Students found this

assignment interesting and appreciated the challenge. "I chose 'Snyder's of Hanover' pretzels," said Lauren Halfmann, who enjoyed teaching the class about Snyder's products, company information and marketing.

Beverly Bloch chose Body Armor sports drinks as they are made of more natural ingredients than other more well-known sports drinks. "To promote this brand, I created a game where

students could choose from two options. This project has encouraged me to look into business and marketing," she said.

Radwa Farghali chose Snickers chocolate bars and created a Google Site for her presentation.

"I thought it was interactive, eye-catching and unique," she said, adding that she thought the assignment helped students "think outside the box and dive into their creative sides."

Students appreciate how stronger communication skills will help them in the workplace. Kylie Kotecki said, "By having strong communication and writing skills, workers are able to communicate with customers, coworkers, and employers" more effectively." Marshall Bennett agreed, saying that communication skills are "essential for the workplace."

Halfmann adds that communication skills are "how we make relationships with other people."

"Much of my goal with AP Language and Composition is to guide students through higher level thinking and problem solving while engaging them with topics that are entertaining and memorable," Fields said, adding that she tries to be conscientious to teach meaningful content and in a way that students will connect learning to our current world. She adds, "Knowing I have prepared my students to the best of my ability is what keeps me going."

Editor's note: This article was submitted by the Peshtigo School District.

NATION

Homeless shelters see values in allowing for pets

By CHRISTOPHER WEBER

Associated Press

LOS ANGELES—Being homeless in Los Angeles and struggling with addiction is hard enough, but Rachel Niebur couldn't imagine enduring it without her dog Petey.

Niebur credits her constant companion, an energetic black and white chihuahua mix, with helping her keep off drugs and giving her a reason to get up in the morning.

"She needs me. She gives me my focus. I have to feed her. I have to walk her. It's a real relationship," said Niebur, before following Petey to the small, fenced-in dog park on the grounds of the shelter in the Venice neighborhood where the inseparable pair have lived for about two years.

Traditional homeless shelters have long been off limits to pets, leaving animal owners who want to get off the streets with a difficult choice. But as homelessness surges across the U.S., those working toward a solution are increasingly recognizing the importance pets have for vulnerable populations and are looking for ways to keep owners and pets together.

When given the choice between getting shelter or giving up their pet, unhoused people will almost always choose to remain on the streets, said Tim Huxford, the associate director of the Venice facility now home Niebur and Petey.

"So we always want to reduce the amount of barriers that we have for people



The Associated Press

In this file photo, Ro Mantooth plays with his dog, Champ, at a dog park with the nonprofit People Assisting the Homeless, in the Venice section of Los Angeles on April 5, 2022. It was the first facility of its kind in Los Angeles County to allow homeless shelter residents to bring animal companions.

in bringing them off the street," he said. "We realize that pets are like family to people."

The Venice shelter operated by the nonprofit People Assisting the Homeless, or PATH, was the first of its kind in Los Angeles County to allow residents to bring animal companions, Huxford said.

Thanks to a state grant, PATH has a budget for food, crates, toys and veterinary services under an initiative called the Pet Assistance and Support program. In 2019, the pilot program provided \$5 million to nonprofits and local jurisdictions, and that amount was doubled the following year. Now pending legislation would make the grant program permanent, while expanding it across the state.

State Sen. Robert Hertzberg, who wrote the bill that would expand the

program, estimates that about 10% of homeless Californians have pets. And the reason many shelters don't accept animals is simply because they don't have resources to care for them, said Hertzberg, a dog owner.

He called pets "our comfort" and cited research that found animals provide companionship and a sense of purpose to people who don't have housing.

The Democrat from Los Angeles said it's just "raging common sense" to give nonprofits and other caregivers the budgets they need to feed and house pets, especially considering how much California already allocates to address the statewide homelessness crisis.

"We're spending a billion dollars over here to get people off the street; why can't we spend a few dollars over there to put

together veterinary services and dog food and crates? These are grants of between \$100,000 and \$200,000, so it's not a ton of money in the grand scheme of things," Hertzberg said.

The money would come the state's general fund, so it's not cutting into any existing funding, Hertzberg said. The measure, SB513, unanimously passed the state Senate in January and now awaits consideration in the Assembly.

The California law is part of a larger national recognition of the issue.

In Arizona, for example, there are several organizations that take care of animals for residents who are struggling to get back on their feet.

A nonprofit no-kill shelter called Lost Our Home provides up to 90 days of pet care for homeless people while they search for a permanent place to live following a crisis like eviction, domestic violence or medical treatment.

Don Kitch manages one of several shelters operated in the Phoenix area by the nonprofit Family Promise, among the few that allow people to keep their pets at a separate area for the animals at the site. He said his shelter was currently housing four dogs, two cats and a Guinea pig.

"Unfortunately, there are very few facilities around here that will accept pets," said Kitch.

He said many shelters do allow service animals, and less frequently emotional support animals.

Man sent to prison in drug-related death

Bancroft will serve six years

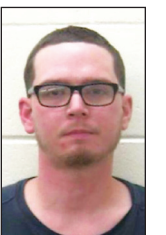
MARINETTE—A 32-year-old Marinette man will serve time in prison for his involvement in the drug-related death of another man more than two years ago.

Tyler Bancroft, 1339 Merryman St., was sentenced to six years in prison, followed by 15 years, extended supervision, for first degree reckless homicide/deliver drugs by Judge James Morrison Friday in Marinette County Circuit Court. The offense happened on Aug. 9, 2019, and Bancroft entered a no contest plea on Dec. 22, 2021.

According to the criminal complaint, police were called to 926 Parnell St. where a male was in a bathroom and showing no signs of life. The man is identified in the complaint by his initials, T.S.

After investigating the matter, Marinette police detectives and a medical examiner from Fond du Lac County determined that the pills taken by the victim were laced with fentanyl, an extremely dangerous synthetic opioid that can be deadly when taken in high doses or combined with other drugs.

Bancroft also must pay more than \$6,000 in restitution.



Bancroft