



Yellow Pages in the Classroom



study skills in a real-life context

Curriculum: English	Best Suited to Years 5-10 (adapt for others)
Strands: Reading, Writing, Speaking, Viewing, Listening, Presenting	
Indicative Learning Intentions	
<ul style="list-style-type: none"> Understanding the importance of the Yellow Pages as a reference book for families. Exhibiting increasing skill in using alphabetical order and an index to locate information. Understanding the concept of guide words up to three letters. Completing a homework assignment with other family members to increase awareness of and facility of use of the Yellow Pages. 	

Teacher Background

The Yellow Pages plays an important part in our everyday lives. It really is a huge information source for goods and services available in our local community plus essential information about civil defence and emergency services contacts.

At school and at home we are surrounded by, and become increasingly dependant upon, hi-tech appliances, sophisticated entertainment systems, computers, cameras ... that we take for granted – until something goes wrong. We then want it fixed – and as quickly as possible. What do we do? In many of these cases we turn immediately to the Yellow Pages.

While developing student facility in using the Yellow Pages is sufficient reason in itself to make it a classroom activity, the Yellow Pages provides us with an opportunity to put the learning of essential study skills into a real-life context.

People Need Information – Class Questions

- The family are going on a holiday around New Zealand. What book do you use to help plan your journey? (Road Maps)
- You want to know how to spell or pronounce a word. (Dictionary)
- You want to re-set the video (Video manual)
- You want to find out information about another country. (Atlas)
- Tell students that these are called reference books and we never know just when we are going to need them. Can they think of any others?
- Do the students know that all families in New Zealand have a very important reference book in their homes – the Yellow Pages? Why is the Yellow Pages a reference book?

Using the Yellow Pages

- Ensure sufficient copies (bring from home) are on hand. Have groups skim through the Yellow Pages and report back on all the information it contains.
- Introduce the idea that the Yellow Pages is a big list of all the people who do things for us (services) and and business who will sell us things (goods). Have students open the Yellow Pages somewhere near the middle and choose a listing at random. Can they say what it is – a good or a service?
- Focus student attention on the inside front and inside back cover – the emergency services and civil defence information. Why is it important that we know where to find this information?
- Tell students that the Yellow Pages is arranged in alphabetical order – just like a dictionary. To re-enforce the idea of alphabetical order, challenge students to find several listings, *eg* - *water treatment, hotels, pet grooming, concrete products ...*

- Choose a page (*eg* Pg 44) and have everyone open it up. Talk about the guide words at the top of each page. How do these help us, *eg*
 - Using *Cinemas* as an example of a listing found between the guide words *Children's Wear* and *Cleansers* allows us to teach the concept of guide word alphabetical order up to 3 letters.
- Introduce the students to the Fast Find Index. How is it arranged? (alphabetical order)
- Point out that this section gives a page number where a listing is found and that people find that this is often a much quicker way of finding a listing rather than the alphabetical guide words.
- Divide class into two groups. Test this out by having each group using one system (fast find index or guide words) to locate the a selection of listings, *eg*
 - music teachers* - *golf courses* - *backpacker hostels*

Yellow Pages Student Activities

Scenario One: Design Your Perfect Day

- Using the Yellow Pages, have students plan their 'perfect day'. Write a list of all the things they would like to do, buy, see, experience etc. on this special day, *eg*
 - buy an iPod* - *go to the zoo*
 - try bungy jumping* - *take a stretch limo ride*
 - go horse riding* - *buy pizza for their friends ...*

Scenario Two: Design Your Own Yellow Pages Advertisement

- Students are going to start their own business selling Xboxes and PlayStations. As part of their promotion they have decided to design a quarter page advertisement in the Yellow Pages to promote their products. The size is 100mm wide x 125mm deep. Using the Yellow Pages as a guide have them:
 - look through to see which advertisements most catch their eye*
 - can they say why these advertisements work for them?*
 - think about colour, fonts (typefaces) simple messages, open design ...*

Student and Family Homework Assignment

Print out the homework assignment and distribute to students. It is designed to develop facility with using the Yellow Pages and students are encouraged to work through it with family

The answer to each question is specific to the Yellow Pages of your region. Online answers are available for both current and upcoming Yellow Pages directories. If using this project in conjunction with a new directory – check your regional distribution dates over page.





Yellow Pages Student Copymaster



a homework project for students and families

The Great Yellow Pages Regional Scavenger Hunt

- You want to find out what movies are on over the weekend but can't remember the name of the movie theatre. Using the Yellow Pages index, what is it listed under?
 Theatres Movies Cinema
- On what page did you find this listing? _____
- What colour are the page edges on which the Government Services are listed in your directory? _____
- Your brother has left on a school soccer trip and you realise he has left his boots behind. They will have to be sent immediately by courier to reach him in time. How many Courier services can you choose from in your Yellow Pages? _____
- Turn to page 41 of your Yellow Pages. How many display advertisements are there that make use of colour other than black? _____
- Locate the Civil Defence – Be Prepared for Disasters section in your Yellow Pages. How many litres of water per person, per day should include amongst your emergency survival items?
 six (6) three (3) five (5)
- You decide to enter your dog in a pet show. Your dog must be looking at its very best and you need some professional help. Using the fast find index, what is the name of the category you would look under in the Yellow Pages? _____
- Your grandfather has given you his stamp collection. You think that some of the stamps could be quite valuable. To get expert advice you will need to contact a stamp dealer. How many stamp dealers are listed in your Yellow Pages? _____
- Emergency Services:
We never know when we are going to have to call an emergency service such as fire, ambulance or police.
9a. On what page is this information found in your Yellow or White Pages?
 Inside front cover Inside back cover
- 9b. What number do you call?
 0800 999 111
- 9c. What is the first question the Telecom operator will ask when your call is answered?

10. In your Yellow Pages, locate the Earthmovers category heading. What is the next category heading immediately following Earthmovers?

11. Using the Fast Find Index, what category would you find earthquake protection under?

12. Your parents have a home office and need new desks. Is there an Office Furniture category in your Yellow Pages?
 Yes No
13. Lucky you. Your family has had a LOTTO win! Your job is to find the following information. List the first page number where you find out how to:
 - buy flowers for Nana _____
 - get Dad a new car _____
 - buy a spa pool for the family _____
 - book a trip to Disneyland _____
 - buy yourself a mobile phone _____

Answers to the questions are specific to your region and go online from 1 October.
 Go to: www.yellow.co.nz/site/thelearningcompany/ and select your region. When a new directory is distributed the updated answers will be posted online to coincide with delivery.

Regional Directory Distribution Dates

Christchurch White & Yellow:	Distributed	(answers now online)
Northland	Distributed	(answers now online)
Taranaki	Distributed	(answers now online)
Waikato, King Country & Thames Valley	Distributed	(answers now online)

Distributed in 2005

West Coast & Buller	Late September	2005
Wellington White & Yellow Pages	Mid October	2005
Timaru & Oamaru	Late October	2005
Wanganui	Late October	2005

Hawkes Bay	Early November	2005
Otago 2006	Late November	2005

Distributed in 2006

Marlborough	Early March	
Auckland White & Yellow Pages	Late March	2006
Gisborne	Early April	2006
Manawatu	Late April	2006
Wairarapa	Late April	2006
Bay of Plenty	Early June	2006
Southland	Mid June	2006
Nelson & Bays	Mid June	2006