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About ST Schools

- The Straits Times Schools department launched in 2005 with a mission to engage young readers with stories about them. At the same time it aims to equip tomorrow’s voters with an understanding of their country through its current affairs, heritage, culture and education landscape.

- The department produces weekly magazines IN and Little Red Dot, which accompany The Straits Times to secondary and primary schools on Monday and Tuesday respectively. The titles at once focus on the cultural trends, causes and career interests of its young readers, as well as learning activities in English language, values education and critical thinking.

- In tandem with its publications, the department runs the broadsheet’s activities that introduce curious learners to the media industry. Over the years, these activities have empowered many young reporters to pursue interests in photojournalism, news writing and research. Its many participants have developed media literacy, and a strong understanding of how the press contributes to the narrative of the nation.
About ST Schools

• Today, the department offers a full suite of products and services for a cross-section of stakeholders including learning centres and schools, teachers, parents multi-national corporations and civil service organisations.

• It drives national events, produces spin-off book titles, and operates customised training and consultancy sessions that employ media principles and research to develop communication skills, creativity, innovation and purpose.

• Our efforts in the field of News In Education have garnered a series of global awards. Our team of specialists have engaged audiences in Indonesia, India, Malaysia, Poland, Thailand and the United States.
Little Red Dot editorial content

- **BIG AT HOME** – Short news stories from the home front, with learning activities, demarcated for Foundational, Middle or High-progressing learners. Icons indicate the skills, such as Reading, Writing, Critical Thinking, CCE and more, that the pieces activate.

- **BIG ON ASIA** – Targeted at foundational learners, the short news snippets about Asia get pupils thinking about key events happening in the region.

- **BIG WORLD** – Snippets and news photos about current affairs around the world open doors for pupils to learn about happenings overseas – from terrorism to conservation.

- **BIG THING** – News stories that capture young people and their teachers in action, showcasing their passions, interests or spirit.
Little Red Dot editorial content

- **BIG OUTSIDE** – One of Little Red Dot’s science pages, featuring nature at its best, from astronomy to geology
- **BIG INSIDE** – A health education series, featuring what’s going on inside the human body, from viruses to new discoveries
- **BIG READ** – Books column featuring everything from children’s classics to new trends in the literary scene
- **BIG TALENT** – Showcasing pupils’ writing, photos, artwork and other creations
Little Red Dot editorial content

- **BIG ON SINGAPORE** – A National Education page where pupils learn of Singapore’s heritage, culture and practices.

- **BIG IDEAS** – This section deciphers concepts found in current affairs, from terrorism to racism to corruption.

- **BIG NAMES** – Find out about personalities who have made the news then and now, from tennis star Serena Williams to writer Harper Lee.

- **BIG FUN** – Here, topics such as how things work or puzzles are presented in an attractive way for visual learners.

- **BIG STORY** – A moment in time, told in a variety of text types, and interpreted for young readers.
Little Red Dot editorial content

- **BIG ON ENGLISH** – Weekly must-have English lesson activities, adapted from news articles. Pitched at foundational, middle and high-progressing learners, activities include everything from situational writing to cloze passages.

- **GROWING UP** – These pages focus on the learning of values, character and citizenship education. Life skills such as communication techniques to learning to make decisions are covered here.

- **BIG PICTURE** – A visual page based on news in the world.

- **OFF TO WORK** – In this page about careers, pupils learn about a variety of professions and the values needed in each one.
Opportunities

- Sponsorship of pages/ sections
  - Areas include: Jobs series,
  - Special themed issues: Education/ exam series, Kindness issue

- Little Red Dot reading passport:
  - A sustained engagement programme which gives participating readers a chance to win a top prize by following weekly sponsored pages and activities.

- Sponsorship of events
  - Including: Big Quiz primers, Big Spell venues, custom editions