SPELLBOUND MEDIA LANGUAGE AND LITERACY CAMPAIGN

SECTION 1: AN URGENT APPEAL TO KIWI EDUCATORS

A personal message from Navjot McCormack, Founder & Editor

Kia ora colleagues and fellow educators,

It was an absolute privilege speaking with TESOLANZ President Gwenna Finikin about our shared mission to lift literacy outcomes and support language teachers across Aotearoa New Zealand. As educators, we know firsthand the immense pressure of balancing curriculum demands with student engagement. That is exactly why I created ***SPELLBOUND*** — to empower our educators, scaffold learning for our EAL/ELL students, and inspire our youth.

This campaign is born out of deep personal conviction. I have launched this entire project independently out of my own life savings, and countless all-nighters have gone into hand-crafting every facet of it. This isn't just a corporate publication; **this is a collective resource built by one of us, for all of us, to lift literacy and the socio-linguistic fabric of our classrooms**.

Because I personally oversee every single syllable and margin layout myself, our quality standard remains uncompromisingly precise, vibrant, and down-to-earth. Together, we have built an engineered, research-based ecosystem that deeply respects teenage intelligence, supports systematic academic vocabulary and language acquisition, and directly solves the heavy curriculum workload for teachers navigating the latest Ministry directives.

You do not need to spend another weekend reinventing the wheel. We have proudly gifted the entire digital tabloid of ***SPELLBOUND*** **Issue 1 completely free** to schools, alongside two introductory **sample Teacher Resource Kits** (one **Foundation** and one **Step-Up**). We invite every school in New Zealand to log onto **www.spellboundmedia.co.nz** to download these master samples. We also warmly invite you to get your students actively involved by submitting their own brilliant writing to be published in our tabloid features!

Please do not sacrifice your personal time anymore. To help you secure a site-wide subscription pass for your campus, which unlocks the **remaining 8 comprehensive Teacher Resource Kits** for Issue 1 and all upcoming issues, **please use the School Funding & Advocacy Kit included on the following pages.**

Our website is configured strictly for **direct New Zealand bank transfer invoicing** to match standard school accounting. When your order form is submitted online, your Accounts Payable team will automatically receive an institutional tax invoice with our

bank account information (Schools simply select their official Ministry roll tier on our site, apply our operational system code **INVOICEME** at checkout to clear the storefront total to $0.00). Once processed, your campus will receive a unique master secure password granting your entire staff instant access to our online Subscriber Vault download repository. We keep it completely transparent, code-free, and simple so schools can get these vital tools into their teachers' hands without any administrative headaches.

Let's stand together, support this independent movement by **subscribing today**, fast-track language mastery for our multi-lingual learners, and get your weekends back!

Ngā mihi nui,

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SECTION 2: SCHOOL FUNDING & BUDGET APPROVAL GUIDE

Instructions: Use these resources to present a clear case to your Principal, Deputy Principal, or Head of Department.

1. OUR EXCLUSIVE B2B PRICING GRID

SPELLBOUND operates under site-wide annual digital subscription tiers covering all students, staff, and families for 8 issues:

- **Small School Pass** (Roll 1 to 150): **$399 + GST / year**
- **Medium School Pass** (Roll 151 to 699): **$699 + GST / year (*For a school of 400 children, this equals just $1.74 per child for the entire year!)***
- **Large School Pass** (Roll 700 and above): **$799 + GST / year**

2. PRINCIPAL PITCH EMAIL TEMPLATE & ACCOUNTS PATHWAY

The package includes a **ready-to-use email template** designed for educators to request budget clearance from school leadership. It highlights targeted EAL and vocabulary support, differentiated reading levels (Foundation and Step-Up), and structured literacy frameworks aligned with Ministry expectations.

Billing is fully automated: orders generate an institutional tax invoice sent to Accounts Payable for direct New Zealand bank transfer, delivering immediate secure access upon processing. For full template text and onboarding details, please refer to the primary compilation documents, or contact **editor@spellboundmedia.co.nz.**

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2. PRINCIPAL PITCH EMAIL TEMPLATE

Instructions: Copy and paste the text below directly into an email to your school leadership. Fill in the bracketed fields before hitting send.

Subject: Funding request: Whole-school resource for EAL Learners & Structured Literacy (*SPELLBOUND*)

Kia ora [Principal's Name],

I am writing to request budget clearance for an annual institutional subscription to ***SPELLBOUND*** (www.spellboundmedia.co.nz), a premium New Zealand student tabloid specifically designed to support language mastery, vocabulary acquisition, and critical literacy.

Following their recent podcast with TESOLANZ President Gwenna Finikin, I reviewed their educational framework and believe it directly answers our need for high-interest, zero-prep resources that **scaffold learning for EAL/ELL students while meeting the Ministry's shift toward Structured Literacy.**

Why this will significantly benefit our EAL learners and staff:

- **Targeted EAL & language Support:** The features explicitly break down academic vocabulary and contextual socio-linguistic markers, making complex news texts accessible to multi-lingual learners.
- **Effortless Classroom Differentiation:** To support diverse language proficiencies, every major New Zealand journalism feature provides multi-tiered reading levels, cleanly structured across Foundation (Stages 1–2) and Step-Up (Stages 3–5) streams to support all learners simultaneously, ensuring they all read and critically analyse the *same* story.
- **Evidence-Based Structured Frameworks:** Every issue includes comprehensive Teacher Resource Kits built on research-based explicit teaching approaches, ensuring immediate compliance with current Ministry expectations.
- **Authentic Localised Contexts:** The content builds critical media literacy using high-interest, **made-in-New Zealand** journalism, strengthening our young people's local vocabulary, critical thinking and cultural identity.

Our school falls into the **[Small / Medium / Large]** tier, meaning our annual site-wide digital license will cost **[$399 / $699 / $799] + GST** for the whole year. While the core Issue 1 tabloid has been gifted for free, this subscription pass is required to unlock the remaining 8 specialised Teacher Resource Kits for Issue 1, as well as all future issues.

Seamless Institutional Billing:
Our order will generate an automatic tax invoice sent directly to our Accounts Payable team, payable via standard New Zealand bank transfer. Upon payment processing, our school will receive a master secure password granting *all* staff immediate access to the entire Subscriber Vault download repository.

I have attached the necessary billing details below if you are happy for me to proceed with the order.

Ngā mihi,

[Your Name]
[Your Role/Department]