

# LOW SNOW



## SNOW BUSINESS

**As the world gets warmer, Europe's ski resorts are making plans for a snowless future.**

**LEXILE:** 1040L (880L alternate reading level)

**SOCIAL STUDIES (NCSS) STANDARD:** People, Places, and Environments

**COMMON CORE (CCSS) STANDARDS:** RI.6–8.2, RI.6–8.3, RI.6–8.8, RI.6–8.9

## ENGAGE THE READER

Have students look at the photo at the top of the article and read the headline, “Snow Business.” Ask: What’s happening in the photo? What issue will this article explore? Explain. (Students might figure out that the article is about the ski business, which depends on snow, and that there is little snow on the slopes in the photo.) As they read the article, students should note details that tell them why a snow shortage is a problem for ski resorts.

## QUESTIONS FOR CLOSE READING AND DISCUSSION

- What is the central problem the article describes? Why is this problem newsworthy?
- How do you think ski resorts will adapt to warmer winters? Why is adaptation necessary in business?
- According to the article, what role can government play in adapting to change? Why would Italy’s government be interested in saving the country’s ski resorts? Do you agree with Rolando Galli’s proposal to invest in reservoirs? Explain.

## EXTEND LEARNING

Challenge students to flex their business acumen by designing a tourism poster for Italy’s ski resorts. Like any effective advertisement, the posters should try to expand on the best qualities of its subject—in this case, Italy’s resorts.

Break students into small groups to generate ideas and create the poster. First, they should confer to respond to these questions: What should be the goals of the Italian ski industry’s ad campaign? Which qualities of Italy’s ski resorts would an effective ad highlight? How might the campaign address the problems described in the article?

Provide students with markers and poster board or chart paper. Display the completed posters in the classroom, giving students time to examine them. Start a discussion by asking: What makes these ads effective, and why? What changes would you make, in order to make these ads more effective?

## COVER STORY QUIZ + ANSWER KEY

The cover quiz can be found on page 3 of this guide.  
To create a digital quiz, you can use our template [here](#).

- 1. A** (RI.2) **2. C** (RI.4) **3. D** (RI.3) **4. C** (RI.1) **5. B** (RI.6)  
**6. B** (RI.7) **7. Answers will vary.** (W.1)



## SILICON VALLEY BANK CRISIS

A bank run caused Silicon Valley Bank to fail. The U.S. government took over to prevent a financial crisis.

**LEXILE:** 960L (780L alternate reading level)

**SOCIAL STUDIES (NCSS) STANDARD:** People, Places, and Environments

**COMMON CORE (CCSS) STANDARDS:** RI.6–8.1, RI.6–8.3, RI.6–8.8, SL.6–8.1

### BEFORE READING

Test your students' financial literacy. Ask: What's the purpose of a bank? What does a bank do with the money you deposit? How do banks make money? (Banks invest money to make a profit.) What are the benefits of investing money? What are the potential dangers? (People invest their money in hopes of making more money. The danger is that investments might lose their value.) Tell students that they'll read about a bank that suffered one of the costs of investing.

### DISCUSSION QUESTIONS

- Why did Silicon Valley Bank fail? What made customers lose trust in the bank?
- Tell students that SVB made risky investments. Ask: Why did the U.S. government take over the bank? Do you think the government should save banks that make risky investments? Why or why not?
- What are interest rates? Do you think these are good or bad for investors? Explain.



## GAME ON!

Mitu Khandaker turned her love of gaming into a career as a video-game designer.

**SOCIAL STUDIES (NCSS) STANDARD:** Science, Technology, and Society

**COMMON CORE (CCSS) STANDARDS:** RI.6–8.1, RI.6–8.4, RI.6–8.8, W.6–8.2

### BEFORE READING

Ask students: What skills would you expect to be necessary in designing video games? Explain. Why do you think game design is a hot industry now? Would you be interested in this industry? Why or why not?

### DISCUSSION QUESTIONS

- Khandaker says a game designer could be “someone who loves painting or writing stories, or making music, or even just listening to music.” How would a love for these things make a good game designer? How could storytelling help in creating good video games? Is it useful in any other job? Explain.

### CLOSING ACTIVITY

Challenge students to create an outline for their own video game. Have them watch a Roblox game designer explain the fundamental structure of any video game, the core loop, [here](#). Once they have the basic structure of their game, students can design the world in which their game will take place, and the characters that will inhabit it.

Name \_\_\_\_\_ Date \_\_\_\_\_

Use this week's cover story, "Snow Business," to answer the questions below. For questions 1–6, circle the letter next to the best answer. If you need more space to write your response to question 7, use the back of this page.

<p>1. Which sentence from the article best describes the main problem discussed in this article?</p> <p>A. "No snow means no tourists—and no income."</p> <p>B. "The only plan for saving Italy's ski industry is to use artificial snow as much as possible . . ."</p> <p>C. "In years to come, some resorts might not be able to rely on artificial snow."</p> <p>D. "This year, organizers of the World Cup ski races had to cancel events in Germany for lack of snow."</p>	<p>4. Which of these is mentioned in the article as a possible long-term solution to the problems facing the ski industry?</p> <p>A. Put our heads in the ground and ignore it.</p> <p>B. Run ski lifts just for the views.</p> <p>C. Promote more summertime activities at ski resorts.</p> <p>D. Cancel winter-sports competitions.</p>
<p>2. Which is the best example of a person who is reliable?</p> <p>A. Someone who loves to be spontaneous.</p> <p>B. Someone who enjoys skiing.</p> <p>C. Someone who shows up on time.</p> <p>D. Someone who often changes her mind.</p>	<p>5. Which person quoted in the article believes climate change is something we must address?</p> <p>A. Amedeo Reale</p> <p>B. Rolando Galli</p> <p>C. Marco Bussone</p> <p>D. Aryn Baker</p>
<p>3. According to the article, what's the main cause of the problem the ski industry is facing?</p> <p>A. People prefer summer sports over winter sports.</p> <p>B. Organizers of the Olympics are delaying the 2030 Winter Games.</p> <p>C. Young people are not interested in skiing.</p> <p>D. Climate change is preventing the kind of weather conditions necessary for skiing.</p>	<p>6. What inference can the reader make from the section, "Melting Away"?</p> <p>A. It will not be possible to find a host city for the next Winter Olympics.</p> <p>B. The 2078 Winter Games will be held in Sapporo, Japan.</p> <p>C. The 2030 Winter Olympic Games will be the last.</p> <p>D. Chamonix, France, will host the next Winter Olympics.</p>

7. If you ran a ski resort in Europe, how would you address the problems caused by climate change?

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