

ISSUE DATES

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ADDITIONAL LESSONS
 & QUIZZES:
WWW.UPFRONTMAGAZINE.COM

A SUPPLEMENT TO
 THE NEW YORK TIMES UPFRONT

Facebook's long-awaited initial public offering, expected later this year, is generating lots of buzz, in part because 27-year-old founder Mark Zuckerberg is about to join the ranks of the world's richest people. For *Upfront*, it presents the perfect opportunity to explain I.P.O.s, the stock market, investment banks, and more. Our cover story also looks at how the social-networking company makes money—by selling vast amounts of user data—and how it's changed lives, both here at home and for protesters seeking democracy in the Middle East.

The U.S. military officially bars women from combat, but in Afghanistan—where the front lines are undefined and the enemy can be anywhere—the reality is different from the rule. We examine how the wars in Afghanistan and Iraq have redefined the roles of female soldiers on the battlefield.

This summer, Seattle will join the growing list of U.S. cities and counties with bans on plastic grocery bags. Each year, Americans use more than 70 million of the bags, which are made from petroleum and represent a major source of ocean pollution. But are the alternatives any better?

In Times Past, we take a look back at Watergate, the scandal that began with a burglary at a Washington, D.C., office building and ultimately led to the resignation of President Richard M. Nixon, who faced near-certain impeachment by the House of Representatives. Our article follows the Watergate trail and explores how the scandal has affected Americans' trust in government to the present day.

IAN ZACK, Executive Editor

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When Facebook goes public this spring, it will make founder Mark Zuckerberg a billionaire at 27. What makes all your 'likes' and 'updates' so valuable?

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Officially, women in the U.S. military are still barred from combat. But in practice, they're fighting—and dying—alongside the men in Afghanistan.

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Seattle is the latest U.S. city to ban plastic grocery bags out of concern for the environment.

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A look at how the nation is doing since last March's earthquake, tsunami, and nuclear meltdown.

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How a "third-rate burglary" 40 years ago led to the resignation of President Richard M. Nixon.

CURRICULUM STANDARDS

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CURRENT EVENTS

ECONOMICS

- Science, Technology, & Society
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COMMON CORE

READING INFORMATIONAL

TEXT: 1, 2, 3, 4, 5, 6, 8, 10

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STUDIES: 1, 2, 3, 4, 5, 7, 8, 10

U.S. HISTORY

CURRENT EVENTS

- Individuals, Groups, & Institutions
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READING INFORMATIONAL

TEXT: 1, 2, 3, 4, 5, 6, 8, 10

LITERACY IN HISTORY/SOCIAL

STUDIES: 1, 2, 3, 4, 5, 8, 10

CIVICS

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- Civic Ideals and Practices
- People, Places, & Environments

READING INFORMATIONAL

TEXT: 1, 2, 3, 4, 5, 6, 8, 10

LITERACY IN HISTORY/SOCIAL

STUDIES: 1, 2, 3, 4, 5, 8, 10

GLOBAL STUDIES

ENVIRONMENTAL STUDIES

- People, Places, & Environments
- Time, Continuity, & Change

READING INFORMATIONAL

TEXT: 1, 2, 3, 4, 5, 8, 10

LITERACY IN HISTORY/SOCIAL

STUDIES: 1, 2, 3, 4, 5, 6, 8, 10

U.S. HISTORY

CIVICS

- Time, Continuity, & Change
- Power, Authority, & Governance

READING INFORMATIONAL

TEXT: 1, 2, 3, 4, 5, 6, 8, 10

LITERACY IN HISTORY/SOCIAL

STUDIES: 1, 2, 3, 4, 5, 8, 10

FOR A FULL LIST OF THE STANDARDS,
 GO TO WWW.UPFRONTMAGAZINE.COM.

FACEBOOK FEVER



LESSON PLAN 1

CRITICAL THINKING

Facebook's initial public offering (I.P.O.) later this year is expected to be the largest ever for an Internet company.

→ Why might a company decide to "go public"?

→ Why do you think Facebook's I.P.O. is attracting so much attention?

→ What are some of the

benefits and risks of buying stock in a public company?

→ Would you buy stock in Facebook if you had the money to invest? Why or why not?

WRITING PROMPT

Imagine that you're an executive at Facebook or another major company. Write a speech you

might deliver to prospective investors to convince them to buy your company's stock. Be sure to address why you believe the stock value will rise.

DEBATE

Should Facebook agree to China's restrictions on its site's content so it can operate there?

DISCUSSION QUESTIONS

How does Facebook make most of its money? How does this compare with what companies

like Apple, Toyota, or Walmart do? Does it bother you? Explain.

Do you agree with Lawrence Summers that Facebook's I.P.O. is an "American milestone"? Why or why not?

What are some events or changes that you think could cause Facebook stock to rise or fall in future years?

What role has Facebook played in recent democratic uprisings?

How do you think repressive governments feel about Facebook?

If you were offered stock in a new company in lieu of cash for a job (as David Choe was in 2005), would you take it? What factors would you weigh?

FAST FACTS

Facebook's 845 million worldwide users spend a total of 9.7 billion minutes per day on the site. More than half of the site's users log on every day. ●

WEB WATCH

www.nytimes.com/top/news/business/facebook

Current and archived articles, an interactive timeline of Facebook history, and more from NYTimes.com.

NATIONAL

TELLING PLASTIC TO 'BAG IT'



LESSON PLAN 2

CRITICAL THINKING

A typical American family brings home 1,500 plastic shopping bags a year. But in some cities, new bans and taxes aim to reduce bag usage.

→ Why do you think Americans use so many plastic bags? About how many does your household bring home

in a week? What do you do with them?

→ Why are many environmental groups pushing for bans on plastic bags? Do you find their arguments convincing? Explain.

→ What arguments does the plastic-bag industry offer against plastic-bag bans? Do you agree or disagree?

WRITING PROMPT

Write a conversation between an environmental activist and an employee at a plastic-bag company about plastic bag bans and taxes.

DEBATE

Support or refute: The U.S. should institute a nationwide ban on plastic bags, just as China, Italy, and France have done.

DISCUSSION QUESTIONS

In your opinion, is a per-bag tax an effective way

to discourage the use of plastic shopping bags? Why or why not? If so, how high does the tax need to be?

Do you think paper bags are better, worse, or the same for the environment as plastic ones? Explain.

Do you notice any pattern in the locations of U.S. cities that have banned plastic bags? How might you explain this?

Plastic shopping bags have been used in U.S. stores since the 1980s. Why do you think the debate over their use is coming to a head now?

Is a ban on plastic shopping bags a good idea for your city? Why or why not?

FAST FACT

Volunteers for the International Coastal Cleanup collect trash from beaches around the world every year. In 25 years, they have collected 7.8 million plastic bags. ●

WEB WATCH

<http://topics.nytimes.com/plasticbags>

Current and archived articles, op-ed pieces, and links to Web resources on the plastic-bag debate from NYTimes.com.

'OUR GENDER IS SOLDIER'



LESSON PLAN 3

CRITICAL THINKING

A newly revised Pentagon policy allows women to be closer to the front lines than ever—but still stops short of officially permitting them to serve in combat. → Why do you think official policy has been slow to catch up to the battlefield realities of

women in the wars in Afghanistan and Iraq? → What do you think are some reasons women might want to serve in combat? → Why do some people want to continue barring women from combat positions? Are their reasons valid? Explain.

WRITING PROMPT

Write an essay comparing and contrasting the role of women in the U.S. military during the Civil War and today.

DEBATE

Defend your view: Should all jobs in the U.S. military be open to women?

DISCUSSION QUESTIONS

Since 1973, joining the U.S. military has been strictly voluntary. However, all males

must register with the Selective Service when they turn 18—just in case the U.S. needs to institute a draft. Should young women have to register as well? Why or why not?

The article points out that military support jobs can be as dangerous as combat jobs in war zones like Afghanistan. Why is that so?

How does combat experience affect the career opportunities open to a serviceman

or servicewoman?

Do you think men and women respond differently to danger?

Why do you think the debate over women in combat appears to be more heated among civilians than among soldiers serving in Afghanistan? What conclusions might you draw from this?

FAST FACT

Canada, France, and Germany allow women to serve in combat. ●

WEB WATCH

topics.nytimes.com/topics/women_at_arms

Articles and videos in this NYTimes.com series explore how the wars in Afghanistan and Iraq have redefined the role of women in the military.

TIMES PAST

1972: WATERGATE



LESSON PLAN 4

CRITICAL THINKING

Forty years ago, a break-in at a Washington, D.C., office complex forever altered American politics. → How do you think the scandal might have turned out differently had President Nixon admitted his involvement in the coverup earlier? Do you

think he would have remained in office? → Do you believe that Watergate did long-term damage to Americans' faith in their government? Explain.

WRITING PROMPT

Write an essay describing the role that each branch of the U.S. government

played in the Watergate affair. What checks and balances were at work? Did the incident affect the balance of power among the branches?

DEBATE

Take a position: Was President Ford justified in pardoning Richard Nixon for his role in Watergate—or should Nixon have had to face criminal charges?

DISCUSSION QUESTIONS

Why do you think President Nixon's

election team decided to bug the Democratic National Committee headquarters?

What risks did the anonymous FBI source known as "Deep Throat" take when he shared information about Watergate with reporters? What risks do reporters take when using information from anonymous sources?

When President Nixon ran for re-election in 1972, most Americans took his word that he

had not been involved in the Watergate incident or coverup. Do you think Americans are as trusting today? Explain.

Do you think history will remember Nixon for his achievements (such as improving relations with China) as well as the Watergate scandal?

FAST FACT

In 2005, former FBI agent W. Mark Felt revealed that he was *The Washington Post* source known as "Deep Throat." ●

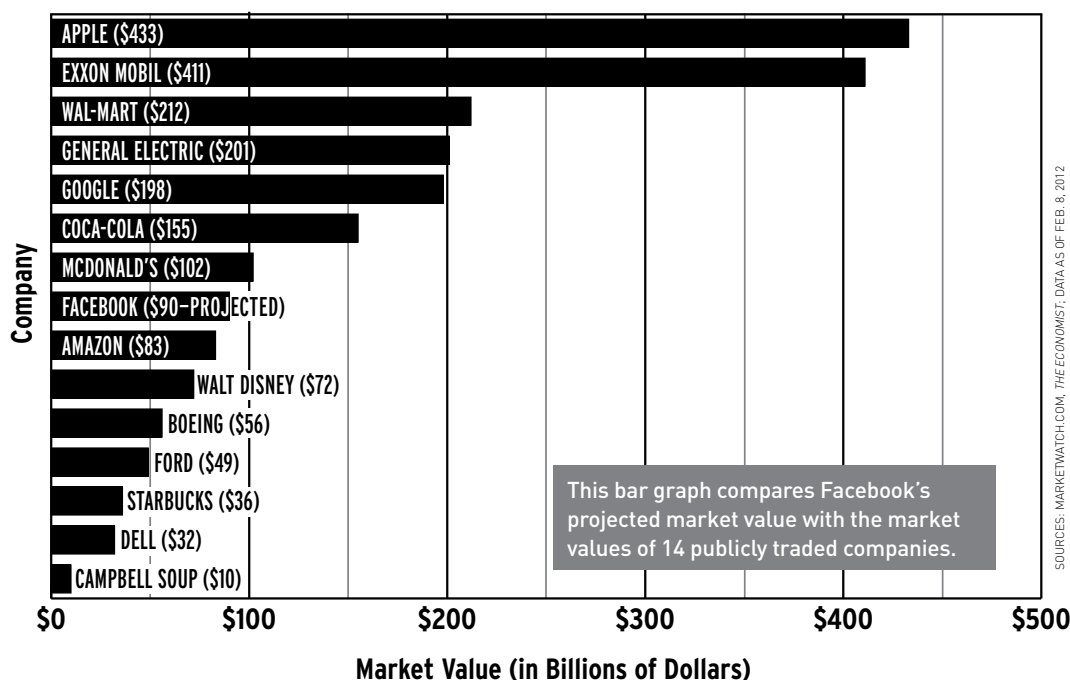
WEB WATCH

fordlibrarymuseum.gov/museum/exhibits/watergate_files/index.html

Background information as well as primary source documents and news reels on the Watergate scandal from the Gerald R. Ford Library and Museum.

WHAT COMPANIES ARE WORTH

As the article “Facebook Fever” reports, Facebook is gearing up for an initial public offering, or I.P.O. When Facebook’s stock begins trading publicly, investors will help determine what the company is worth by buying its stock. The greater the demand for a particular stock, the higher its price per share rises. Multiply that share price by the total number of shares held by the public and you get one measure of the company’s worth: its market capitalization, or market value. For example, if a company has 25 million shares held by the public and each share is worth \$100, that company’s market value is \$2.5 billion.



*Facebook is projected to raise \$75 billion to \$100 billion in its I.P.O.

SOURCES: MARKETWATCH.COM, THE ECONOMIST, DATA AS OF FEB. 8, 2012

ANALYZE THE GRAPH

- Apple has the highest market value of any U.S. company. By about how much would Facebook's projected market value have to increase to equal Apple's value?
 - \$210 billion
 - \$340 billion
 - \$390 billion
 - \$405 billion
- The total market value of the Internet companies on the graph (Facebook, Amazon, and Google) is about _____ the market value of _____.
 - 10 times, Starbucks
 - half, Apple
 - double, Boeing
 - equal to, Exxon Mobil
- If a share of McDonald's stock sells for about \$102, you can infer that the company has about _____ shares held by the public.
 - 2 million
 - 100 million
 - 1 billion
 - 10 billion
- Walt Disney and Dell each have 1.8 billion shares held by the public. You can infer that _____.
 - they also have the same share price
 - Dell's share price is higher
 - Disney's share price is higher
 - their market values are equal
- Ford stock sells at about \$13 per share. If the share price rises by \$5 and the number of shares stays the same, at 3.8 billion, Ford's market value will _____.
 - drop slightly
 - double
 - match Google's
 - surpass Boeing's

DISCUSSION QUESTIONS

- Which companies on the graph do you believe have the greatest potential for growth in the coming decade? Why? Would you be reluctant to invest in any of the companies on the graph? If so, why?
- What factors increase or decrease public demand for stock in a company? To what extent can these factors be controlled by the company?
- Why do you think investors might be willing to invest \$90 billion in Facebook, a company whose annual profits hover around \$1 billion? (For comparison's sake, McDonald's annual profits are about \$5.5 billion.) Do you think Facebook is a wise investment?

FACEBOOK FEVER (P. 6)

- ❶ **Facebook's upcoming initial public offering will be**
 - a the second-largest I.P.O. of any U.S. company in history.
 - b the largest I.P.O. of any Internet company to date.
 - c restricted by U.S. regulations to only North American investors.
 - d challenged in federal court by hundreds of private investors who already own Facebook shares.
- ❷ **Facebook's estimated value stems mainly from**
 - a skyrocketing sales of its original apps and games.
 - b its plan to charge membership fees.
 - c its ability to capture and sell information about its users.
 - d lucrative contracts with other social media websites.
- ❸ **According to the article, a company typically "goes public"**
 - a when its net worth reaches \$28 billion.
 - b to fund an expansion of its business.
 - c after firing its C.E.O.
 - d when it's ready to open its doors for the first time.
- ❹ **Facebook is currently blocked by censors in**
 - a China.
 - b Egypt.
 - c Saudi Arabia.
 - d all of the above
- ❺ **Approximately what fraction of Facebook's 845 million users live outside the U.S.?**
 - a one fourth
 - b one half
 - c two thirds
 - d three fourths

IN-DEPTH QUESTIONS

- ❶ Do you think Facebook has deliberately gotten involved in democracy protests around the world? Explain.
- ❷ What kinds of data can Facebook collect about its users? How—and to whom—is that information useful?
- ❸ Once a company is publicly traded, it must release details about its business plan and finances. Why do you think the law requires this?

QUIZ 2 ► NATIONAL

'OUR GENDER IS SOLDIER' (P. 8)

- ❶ **According to the article, which statement is true about U.S. servicewomen?**
 - a They continue to serve primarily as nurses and clerks.
 - b They have died in all of America's wars.
 - c They are prohibited from serving in war zones.
 - d They are officially allowed to serve in combat for the first time in our nation's history.
- ❷ **In the war in Afghanistan, support jobs like those of radio operators and medics**
 - a are usually filled by local Afghans.
 - b are frequently just as dangerous as combat positions.
 - c are off-limits to women because of local religious and cultural restrictions.
 - d are not as vital or necessary as they have been in previous wars.
- ❸ **Because of the Pentagon's current policy on women in combat, women**
 - a are rarely admitted to U.S. military service academies.
 - b cannot exceed 2 percent of any one branch of the military.
 - c must reside on separate bases from male soldiers.
 - d have trouble being promoted to top military ranks.
- ❹ **Today, women make up _____ percent of active-duty U.S. military.**
 - a 2
 - b 7
 - c 15
 - d 33
- ❺ **The purpose of the Marines' "female engagement teams" is to**
 - a gain the trust and goodwill of rural Afghan women.
 - b maintain stability in Iraq now that the majority of U.S. troops have been withdrawn.
 - c promote the institution of marriage among the Afghan populace.
 - d help U.S. servicewomen boost their physical and mental fitness for combat.

IN-DEPTH QUESTIONS

- ❶ In what ways have women's changing roles in the military reflected wider changes in society?
- ❷ Why does former Marine Corps Captain Anu Bhagwati call the Pentagon's new rules "a really, really tiny step forward"? Do you agree? Explain.
- ❸ Why do you think some women disguised themselves as men to fight in the Civil War?

1972: WATERGATE (P. 18)

- ❶ The five men arrested for trespassing in the Watergate complex in June 1972 were
 - a all trusted White House aides.
 - b representatives of the Democratic National Committee.
 - c repairing wiretaps at the offices of the Democratic National Committee.
 - d acting on behalf of a Senate committee.
- ❷ The two *Washington Post* reporters who won a Pulitzer Prize for their coverage of Watergate are
 - a Landy and Humphrey.
 - b Woodward and Bernstein.
 - c Dean and McGovern.
 - d Woods and Harding.
- ❸ The *Washington Post*'s most important anonymous source of information on Watergate was
 - a a top-ranking FBI official.
 - b the White House chief of staff.
 - c lead attorney for the Republican Party.
 - d the former head of the CIA.
- ❹ The purpose of the Senate hearings that began in May 1973 was to
 - a call for President Nixon's resignation.
 - b determine whether Nixon should be officially pardoned for his crimes.
 - c investigate whether Nixon and other higher-ups played a role in the Watergate affair.
 - d try the Watergate burglars for their crimes.
- ❺ A key piece of evidence implicating President Nixon in the Watergate coverup was
 - a a false accusation he made against his 1972 election opponent, Senator George McGovern.
 - b a wiretapped recording of a conversation at the Democratic National Committee's offices.
 - c his signature on a check.
 - d a collection of secretly recorded White House tapes.

IN-DEPTH QUESTIONS

- ❶ Why was President Nixon particularly determined to win re-election in 1972? What did he hope to accomplish?
- ❷ What does it mean when a president gets impeached? What steps are involved in the impeachment process?
- ❸ What reforms sprang from the Watergate scandal?
- ❹ In what ways do you think Watergate changed the nation?

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USE with articles identified.

The statements are answers to questions (modeled after the TV show *Jeopardy!*). Students must answer in the form of questions.

DIVIDE the class into teams.

READ the statements.

CALL on the first team with a hand raised.

CORRECT ANSWER = 10 points
WRONG ANSWER = -10 points
(And another team may respond for the same chance to gain or lose 10 points.)

TELLING PLASTIC TO 'BAG IT'

- | | |
|---|------------------------------|
| ❶ A ban on plastic grocery bags is scheduled to go into effect in this U.S. city July 1. | What is Seattle, Washington? |
| ❷ Environmentalists argue that plastic bags don't just become litter, they also increase U.S. dependence on this. | What is oil? |
| ❸ Plastic-bag manufacturers argue that many consumers do this with bags. | What is re-use them? |
| ❹ Instead of banning plastic bags, some U.S. cities and foreign countries have discouraged use by instituting this. | What is a tax? |
| ❺ Discarded plastic bags can remain in landfills for this many years. | What is 1,000? |

JAPAN: ONE YEAR LATER

- | | |
|---|--|
| ❶ The meltdown at Japan's Fukushima plant was the worst nuclear accident since the one at this Ukrainian plant during the Soviet era. | What is Chernobyl? |
| ❷ The U.S. had its own high-profile nuclear accident at this plant in Pennsylvania. | What is Three Mile Island? |
| ❸ Many Japanese remain worried about the potential presence of this in their food supply. | What is radiation? |
| ❹ Nuclear energy supplies this percentage of the electricity in the U.S. | What is 20 percent? |
| ❺ Abandoning nuclear energy may not be feasible for Japan because it does not have these. | What are domestic oil and natural gas? |

ANSWER KEY

QUIZ 1 ► PAGE TE 5

- ❶ [b] the largest I.P.O. of any Internet company to date.
- ❷ [c] its ability to capture and sell information about its users.
- ❸ [b] to fund an expansion of its business.
- ❹ [a] China.
- ❺ [d] three fourths

QUIZ 2 ► PAGE TE 5

- ❶ [b] They have died in all of America's wars.
- ❷ [b] are frequently just as dangerous as combat positions.
- ❸ [d] have trouble being promoted to top military ranks.
- ❹ [c] 15
- ❺ [a] gain the trust and goodwill of rural Afghan women.

QUIZ 3 ► PAGE TE 6

- ❶ [c] repairing wiretaps at the offices of the Democratic National Committee.
- ❷ [b] Woodward and Bernstein.
- ❸ [a] a top-ranking FBI official.
- ❹ [c] investigate whether Nixon and other higher-ups played a role in the Watergate affair.
- ❺ [d] a collection of secretly recorded White House tapes.

GRAPH EXERCISE ► PAGE TE 4

- ❶ [b] \$340 billion
- ❷ [a] 10 times, Starbucks
- ❸ [c] 1.02 billion
- ❹ [c] Disney's share price is higher.
- ❺ [d] surpass Boeing's

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NATE BEELER • WASHINGTON EXAMINER (D.C.) • CAGLE

ANALYZE THE POLITICAL CARTOON

- 1 What type of "investment" do you think the boy in the cartoon has made in Facebook?
- 2 What contrast is the cartoonist drawing between the boy's activities and his father's?
- 3 What message do you think the cartoonist is trying to convey?
- 4 How would you characterize the time you spend on Facebook or online generally?
- 5 Do you think Facebook will be more popular or less popular in five years? Why?

PHOTO ANALYSIS



PHOTO BY LYNSEY ADDARIO/WI

ANALYZE THE PHOTO (See p. 8 in magazine.)

- 1 These U.S. Marines are serving in Afghanistan. What skills do you think they need for this job?
- 2 Does it surprise you that the soldier on the left is a woman? Why or why not?
- 3 Why might the U.S. military be using women on dangerous missions more often than in previous wars?

ESSAY

Should men and women have to meet identical standards for entry into the military? Explain.