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REACH OUT AND READ

A PROGRAM OF THE
DEPARTMENT OF PEDIATRICS
AT BOSTON UNIVERSITY
SCHOOL OF MEDICINE
AND BOSTON MEDICAL CENTER

10TH ANNIVERSARY
CELEBRATION
JUNE 4, 1999



**First Lady Participates in Prescription for Reading Partnership's *Read to Your Bunny* Campaign
March 2, 1998**

"There are few things that I believe could make a more dramatic difference over the next 10 years in this country than to persuade young parents of all educational and economic levels to take this mission of reading to and talking with their young babies seriously."

-- First Lady Hillary Rodham Clinton, January 10, 1997

Today, First Lady Hillary Rodham Clinton will participate in the culmination of the Prescription for Reading Partnership's *Read to Your Bunny* Campaign and will announce the donation of over 5,000 copies of the book to hospitals and health centers across the country. The *Read to Your Bunny* Campaign has asked doctors to give "prescriptions" to their young patients redeemable at almost 1,500 participating bookstores for a copy of Rosemary Wells' new book, *Read to Your Bunny*. The campaign is a fitting way to celebrate "Read Across America" -- a national effort to encourage every child and parent in America to spend time reading in honor of Dr. Seuss' birthday.

Prescription for Reading Partnership's *Read to Your Bunny* Campaign Will Reach 200,000 Children.

Last year, the First Lady challenged booksellers, publishers, libraries, hospitals, pediatricians, health centers, and others to work together to make sure that infants and toddlers who come to the doctor have access to books and are read to regularly. In response to that challenge, the American Booksellers Association, in partnership with the Association of Booksellers for Children, Scholastic, Inc., the Ingram Book Company, and local bookstores across the country, formed the *Read to Your Bunny* Campaign to team doctors with bookstores to encourage parents to read to their children. Since November, doctors have given "prescriptions" redeemable at participating bookstores for a copy of *Read to Your Bunny* to about 200,000 children. Today, at least 5,000 remaining books will be donated to hospitals and health centers across the country, as well as to Prescription for Reading partners First Book and Reach Out and Read.

The Culmination of the *Read to Your Bunny* Campaign is a Fitting Way to Celebrate *Read Across America*. Today, the National Education Association is spearheading a nationwide campaign calling for every child to read in honor of Dr. Seuss' birthday. Millions of Americans -- in schools, libraries, museums, firehouses, community centers and homes -- will celebrate the beloved author's birthday by sharing books with children.

The Prescription for Reading Partnership Responds to the President's America Reads Challenge and the First Lady's Call for a National Effort to Prescribe Reading to Infants and Toddlers. The Prescription for Reading Partnership responds to the First Lady's call in January, 1997 for a national partnership to build on existing efforts to prescribe reading -- by programs like Reach Out and Read and the American Library Association's Born to Read -- and the President's America Reads Challenge to help parents be their children's first teachers and ensure that every child can read will by the end of third grade. Since the First Lady issued her challenge, the partnership has distributed two million books to over one million children at hospitals, health centers, and pediatricians offices across the country. The national partnership, led by Reach Out and Read, Scholastic, Inc., and First Book, includes the American Academy of Pediatrics, National Association of Community Health Centers, National Association of Children's Hospitals and Related Institutions, American Library Association, Random House, Irving Harris and the Harris Foundation, Annie E. Casey Foundation, American Booksellers Association, Association of American Publishers, Mellon Trust, Dreyfus Corporation, ABC television, Reading is Fundamental, National Association of Chain Drug Stores, and the National Community Pharmacists Association.

The White House Conference on Early Childhood Development and Learning Underscored the Importance of Reading to Infants and Toddlers. The White House Conference on Early Childhood Development and Learning (April 17, 1997) highlighted new research which shows that reading to children in their first few years of life actually helps their brains grow in addition to enhancing their emotional and social development.

TALKING IT OVER 3

When I talk to infants, many ask what parents worry that the all.

It doesn't matter

Reading and immunizations are the should just hold open

Because new last January, I issued publishers, libraries to books. As a result Partnership.

During the past books to over a million around the country.

One of the Partnership Campaign. Support doctors and asked if prescriptions could Rosemary Wells' new prescriptions have all over the country

The Partnership grandparents, older must take the next

One of my favorite lines with you:

Congratulations

Today is your

You're off to

You're off and

Celebrate the

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March 3, 1998**

TALKING IT OVER

BY HILLARY RODHAM CLINTON
FOR IMMEDIATE RELEASE

I met the Cat in the Hat this week. On Monday, the Cat and I celebrated birthday with children's author Rosemary Wells and some tiny Head Start Heights, Md.

Dr. Seuss was a beloved author and illustrator who brought joy of reading in generations of children and their parents. I can still recite of some favorite Dr. Seuss books that Bill and I read to Chelsea -- over Remember this? "The sun did not shine. It was too wet to play. So we cold, cold, wet day." And what about "People are people no matter how personal favorite: "You have brains in your head. You have feet in your yourself any direction you choose."

On March 2, the National Education Association organized "Read honor Dr. Seuss and to spark a love of reading in a new generation of across the country, millions of teachers, parents and volunteers participated designed to encourage reading aloud to children.

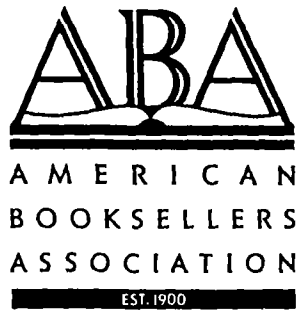
We know that students who read for enjoyment outside of school Unfortunately, we also know that the number of older children who read of the classroom is gradually decreasing and that 40 percent of this cannot read even at the basic level.

Last year, in an effort to reverse this trend, the President launched Challenge to make sure that all children can read on their own by the In response, tens of thousands of volunteer tutors are already at work intensive reading help they need. More than 900 colleges are committing study credit for tutoring children. And this year, 3,000 new AmeriCorps thousands of new senior volunteers will recruit more than 100,000 volunteers for our children.

With the help of dedicated volunteers like these, we can teach learning to read must start even earlier -- as soon as a child is born.

Instinctively, we know that reading aloud strengthens the bond child. Last April at the White House Conference on Early Childhood Learning, new scientific research proved our instincts correct.

Not only does reading aloud strengthen emotional bonds, it also develop and grow by stimulating the neural connections that are the learning.



COPY

October 17, 1997

Ms. Hillary Rodham Clinton
The First Lady
The White House
Washington, D.C. 20500

Dear Ms. Clinton:

Thank you very much for your letter of October 3rd with regard to our Prescription for Reading initiative.

I am pleased to report that the response of the bookselling community has been superlative - and we are now anticipating that prescriptions/coupons for over 200,000 copies of Rosemary Wells' new book, *Read-To-Your-Bunny*, will be distributed by health care professionals for redemption at almost 1500 participating bookstores in virtually every part of the United States!

I am enclosing copies of some of the material we are in the process of creating that will accompany the actual books when they are shipped to bookstores in mid-November. Please understand that these enclosures are only working copies, and the actual final versions will feature Rosemary's very colorful artwork. As you'll see, we are relying heavily on information garnered from Reach Out and Read, the Prescription for Reading Partnership announcement at the White House in April, and your comments as reported in *Time* magazine last year.

As this campaign unfolds, we would welcome an opportunity for you "to redeem" a symbolic first prescription/coupon - either at The White House or at an actual participating bookstore. As mentioned above, since there are participating stores in virtually every part of the country, a symbolic "redemption" could take place almost anytime or anywhere over the next months that fits your schedule. As the country's most prominent advocate "prescribing" reading, obviously, having your further identification with this effort would be greatly appreciated by all the participants.

On behalf of our colleagues at the Association of Booksellers for Children and Scholastic, Inc., thank you for your superb leadership on this critically important effort. We look forward to continue working with you to insure that reading to very young children does, in fact, become a regular and routine part of well-baby care.

Thanks again.

Sincerely,

Oren J. Teicher

Prescription FOR READING



November 1997

Dear Bookseller:

On behalf of the American Booksellers Association and the Association of Booksellers for Children, we are delighted to welcome you to our PRESCRIPTION FOR READING/Read-to-Your-Bunny campaign! You will be pleased to learn that you are one of almost fifteen hundred bookstores across the United States that will be distributing over 200,000 copies of *Read to Your Bunny* between now and March of 1998.

The Children's Issues Committee of ABA and representatives of ABC — in conjunction with Scholastic, Inc. — have worked hard to make this information kit as user friendly as possible. The kit includes your one hundred complimentary copies of *Read to Your Bunny* by Rosemary Wells, as well as accompanying posters, coupons/prescription forms, and other informational material. It has been designed to assist you in developing a working relationship with a local health-care provider and is directed toward encouraging parents and other care-givers to read to their very young children on a daily basis as a routine part of well-baby care. In addition to bringing new traffic into your store, this program puts you in the forefront of President Clinton's *AMERICA READS CHALLENGE* while demonstrating your strong commitment to promote reading and support literacy. We could not be more proud of the enthusiastic response of the bookselling community to this effort.

As you know, this innovative collaboration between ABA, ABC, and Scholastic, Inc., was created in response to the Prescription for Reading (PFR) partnership, launched in April 1997 by First Lady Hillary Rodham Clinton on the eve of the White House Conference on Early Childhood and Brain Development. The partnership encourages businesses, community organizations, and others to work with health-care providers to *prescribe* reading during "well-baby" checkups. PFR is based on the successful work of a Boston-based organization, Reach Out and Read, which corroborates that reading to very young children enhances the child's overall intellectual, emotional, and physical development. This specific PFR partnership will run from November 1997 through March 1, 1998.

The program guidelines, found elsewhere in this kit, are designed to provide overall suggestions as to how this program can work best. While we recognize that some bookstores may make modest adjustments to the program to tailor it for their own communities, we believe that our suggested approach is the best way to achieve maximum results. **Be sure to note, however, that our agreement with Scholastic specifically states that the enclosed books cannot be sold under any circumstance and that no books may be distributed after March 1, 1998.** Any books left after that date must be donated to an appropriate health-care facility.

For additional materials or for information about a complementary ABC companion program — "The Most Important 20 Minutes of Your Day ... Read with a Child" — please contact the ABC national office at 4412 Chowen Ave. S. #303, Minneapolis, MN 55410, or call (800) 421-1665.

Thank you for taking part in this exciting initiative. Together, we will play a part in helping two hundred thousand children to a good beginning (their parents, too!) and start them down the road of becoming lifetime readers!

Sincerely,

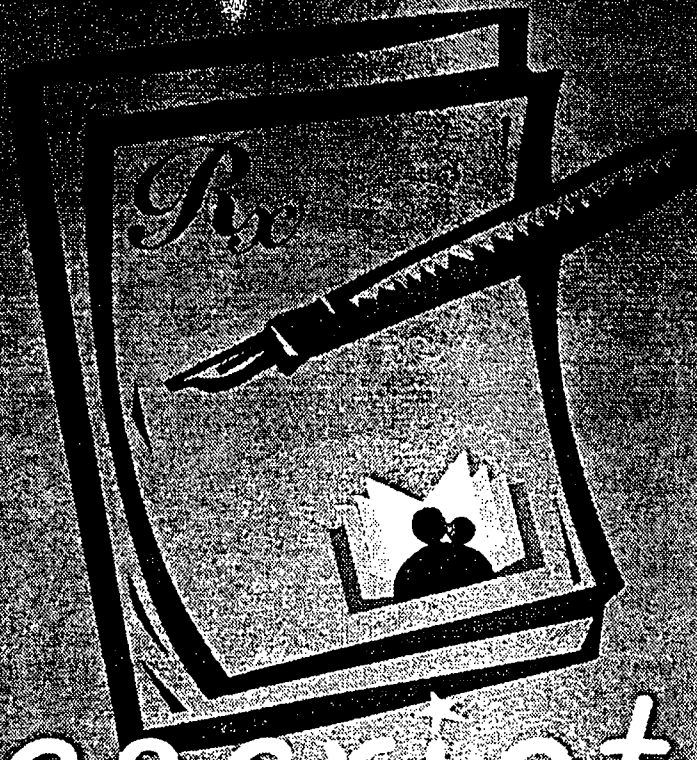
A handwritten signature in cursive script that reads 'Barbara Bonds Thomas'.

Barbara Bonds Thomas (Toad Hall, Austin, TX)
President
American Booksellers Association

Diane Etherington (Children's Hour Bookstore,
Salt Lake City, UT)
President
Association of Booksellers for Children

P.S. If you have any questions about our Prescription for Reading program, please call Jill Perlstein of the ABA at (800) 637-0037, ext. 283.

AMERICAN BOOKSELLERS ASSOCIATION



Prescription FOR READING MARKETING KIT

"Today, thanks to advances in brain research, we know that reading with a child has intellectual, emotional and physical benefits that can enhance the child's development. The intimacy of sharing books and stories strengthens the emotional bonds between a parent and child, helps a child learn words and concepts, and actually stimulates the growth of a baby's brain. ... That's why doctors and nurses are starting to *prescribe* reading to babies along with regular checkups and vaccinations. ... It isn't very often that we have before us such a simple, inexpensive and pleasurable way to improve our children's health and development and raise their prospects for a brighter future."

—Hillary Rodham Clinton
Time, February 3, 1997

Prescription for Reading

Background

The scientific evidence is now clear and incontrovertible: **babies' brains are not "prewired" before birth.** Like their physical development, which requires nurturing, human brains also need food to grow—stimulation from parents and caregivers. We know that brain growth during the early years is very rapid and has a profound impact on a child's healthy development and school readiness. Not surprisingly, we also know that **reading to children can be one of the most important actions a parent can take to stimulate a child's brain.**

Yet, according to "Starting Points," the 1996 report of the Carnegie Corporation of New York, fewer than half of American parents read to their infants and toddlers on a regular basis. Moreover, this tendency not to read is most concentrated among poorer families, thereby increasing the risk of illiteracy, failure in school, and dependency. With some 24% of children being born into homes below the poverty level, that means there are nearly 1 million newborns—and almost 1 million children under the age of 6—who are most at-risk.

In addition to these findings, many significant scientific discoveries have been reported regarding effects of early introduction to reading. According to studies conducted by the National Institute of Child Health and Human Development (NICHD) at the National Institutes of Health:

- "Although the eyes make visual contact with the printed word, the critical work involves the sounds (phonemes) of language. Many NICHD studies show that a reader's ability to remember, imitate, recall, manipulate (pull sounds apart and put them back together again), recode (switch between sound, visual, and semantic codes), and articulate sounds is essential to early reading."
- "The ability to process sounds that are heard (called phonological processing) consistently differentiates good readers and poor readers."
- "Reading is indeed learned and therefore, must be taught, supported and sustained. Reading does not come naturally as does speech, and relies heavily on how we hear and manipulate sounds even before we see printed words."

NICHD, in studies with the 17 to 20 percent of the children with serious reading difficulties, learned the following:

- "Without early identification and early intervention (before entry into the third grade), reading difficulties severe enough to hinder learning and the enjoyment of reading will persist into adulthood unless intensive and specialized remediation programs are provided."

DRAFT DRAFT DRAFT

- “Many children and adults who are not identified as ‘disabled’ report that they do not read on a regular basis either to learn new information or for enjoyment. These individuals report that reading is difficult for them because they cannot read words quickly, which, in turn, limits their exposure to reading materials which they might otherwise learn from and enjoy.”

In addition, a 1985 National Commission on Reading reported “that children’s experiences being read to were the single most important predictors of later reading success. Reading aloud supports language and cognitive development.”

The Opportunity

As all these studies indicate, a positive relationship with reading is crucial for a child’s development, and what better way to encourage the love of reading than by reading aloud to a child everyday. First Lady, Hillary Rodham Clinton, a long time supporter of reading to children, can attest to the “first hand power of a medical professional’s advice.” Mrs. Clinton believes, “America’s youngest children would benefit from a national effort to put books into the hands of parents when they bring their young children to the doctor.”

This is our objective. We want to break this pattern of minimal reading and “eroding literacy” and to establish a new pattern: the habit of parents regularly reading to children with the support and intervention by pediatricians.

Pediatricians have a strong and trusting relationship with parents of young children. Overwhelming clinical, statistical, and scientific evidence all underscore the same conclusion: pediatric intervention and access to books can increase the likelihood of parents reading to young children. That in turn stimulates the brain and increases the likelihood of literacy and success. By making reading a medical “standard of appropriate care”—just as immunizations, a healthy diet, and child safety are standards of care—pediatricians have found that they can help establish a habit and tradition of reading among at-risk families.

Recognizing this confluence of forces, the First Lady brought together representatives from more than two dozen organizations. In the winter and early spring of 1997, she challenged them to come up with a workable, sustainable program that uses doctors to reach these youngest, at-risk children—and their parents—and help reverse the scourge of illiteracy.

This challenge has come together as the “Prescription for Reading” initiative.

DRAFT DRAFT DRAFT

The Goal

By the year, 2000:

Reading and books will become recognized as an integral part of a healthy childhood, and will be formally integrated into the pediatric “standard of care” for all children, and into the residency training of all pediatricians.

Every child under the age of six will receive a “Prescription for daily reading” from every pediatrician during every well-child check-up. That prescription will reinforce the parent’s role in, and responsibility to read, will be accompanied by advice and support from the doctor about ways to stimulate their child’s cognitive growth and development.

All children will have access to books, and those 6 million most at risk will receive books from pediatricians during every well-child checkups

The Strategy

Out Prescription for Reading initiative will employ a simple, single-minded strategy:

The American Booksellers Association, in partnership with Scholastic and the Association of Booksellers for Children has distributed over one-hundred-thousand copies of Rosemary Wells’ new book, *Read to Your Bunny*, to bookstores across the country, including mine. We (the bookselling community) will offer “prescription coupons” for free copies of this book to pediatricians and other well-baby professionals, who will in turn give this prescriptions to parents and guardians who can redeem this coupons for copies of *Read to Your Baby*. In addition, we’ll be providing your patients’ parents, etc. with special reading lists for babies, toddlers, and pre-schoolers -- books they can read to their babies, who will grow up and read to theirs.

Reach Out and Read National Sites

139 SITES IN 38 STATES AS OF AUGUST 1997

Note to Bookseller:

For those of you who have not yet established a relationship with a local health-care provider, please feel free to contact one of the Reach Out and Read centers listed here. Check your local directory for the telephone number. If you need further information, please contact the National Reach Out and Read office located in Boston, MA at (617) 534-5701.

ALABAMA

Lower Alabama Pediatrics—Brewton
Marsha Raulerson, MD

ALASKA

Alaska Native Medical Center—Anchorage
Jerry Nasenbeny, MD; Christina Sanchez

ARIZONA

Kino Community Hospital—Tucson
Barbara Smith, MD, Elena D'Autremont; Candy Parsons
Phoenix Children's Hospital—Phoenix
Marcia Stanton, MSW; Jeffrey Weiss, MD
Sage Memorial Hospital—Ganado
Rebecca Kazal, Louis Kazal, MD
Sells Indian Hospital—Tucson
Angie Williams, PA; Margaret Trouard, MD

CALIFORNIA

Cedars-Sinai Medical Center Pediatric Clinic—Los Angeles
Neil Kaufman, MD, MPH, Jan Leal, MSW
Child Crisis Center/UCLA Medical Center—Torrance
James Williams, MD
Child Health and Youth Clinic—San Diego
Barbara Bale, Amethyst Cureg, MD
Children's Hospital Oakland—Oakland
Hilary Bethke, MD, Kim Kuehnert
North Orange County Youth & Family Resource Center—Anaheim
Sharon Latona, Deborah Stewart, MD
Packard Children's Hospital—Palo Alto
Suzanne Everett, Tamar Gershon, MD
San Francisco General Hospital/UC San Francisco
Elena Fuentes-Afflick, MD, Lois Epstein, MD
Sutter Merced Medical Center/Kids Care—Merced
Nancy McDonald, RN
USCF Pediatric Primary Care Practices—San Francisco
Lucy Crain, MD, Elizabeth San Luis, PNP
Vacaville Community Clinic—Vacaville
Linda Hess, Stephen Boos, MD

COLORADO

Family Health Center Pediatrics—Denver
Larry Wolk, MD, MSPH
Sandos Westside Health Center—Denver
Steve Vogler, MD

CONNECTICUT

Bridgeport Hospital Primary Care—Bridgeport
Allyson Driggers, MD
Day Kimball Hospital—Putnam
Jane Rovaldi-Garfield Danenhower, MD
Fair Haven Community Health Center—New Haven
Laurel Shader, MD
Park City Primary Care Center—Bridgeport
Laura Buffone, Veronique James, MD
St. Francis Hospital & Medical Center—Hartford
Jennifer Bryant-Sevigny, Paul Dworkin, MD
Yale/New Haven Children's Hospital—New Haven
Sylvia Lavietes, Jody Platner, Janet Weiswasser, MD

FLORIDA

Cape Coral Pediatrics—Cape Coral
Sharon Landry, Ginny Blitzer, MD
Pearl Plaza Pediatrics—Jacksonville
Karen Toker, MD
Tampa General Hospital/University of S. Florida—Tampa
Sharon Dabrow, MD, Patricia Blanco, MD

GEORGIA

Hughes Spalding Children's Hospital—Atlanta
Linda Grant-Ready, Set Read!
Northwest Grady Clinic—Atlanta
B.J. Steele, MD
Ware County Family Practice Center—Waycross
Brenda Landwehr, PA-C

HAWAII

Kokua Kalihi Valley Comprehensive Health Center—Honolulu
Chris Derauf, MD, Kili Kono

ILLINOIS

Community Health & Emergency Services—Cairo
Lynne Chambers, MSW, Jean Charlot, MD
Evanston Hospital Perinatal Family Support Center
Ronna Jacobson
Illinois Masonic Medical Center—Chicago
Lise Meryl Strom, MA, Dore Sobel, MD
University of Illinois—Chicago
Peter Neronha, MD, Marylou Schmit, MD

INDIANA

Three Rivers Literacy Alliance—Fort Wayne
Ginny Clark, Sarah Reinke **Read To Me**

Reach Out and Read • National Sites

KANSAS

Kansas University Children's Center—Kansas City
Kathryn Veal, MD & Jean Harty, MD

KENTUCKY

Northern Kentucky Family Health—Newport
Joyce Huffer, ARNP & Carol Roark, MD
University of Kentucky Family Care Center—Lexington
Thomas Young, MD

LOUISIANA

Baton Rouge General Family Health Center—Baton Rouge
Kim Kunefke, RN, Joan Carrone, MA, Dan Kalb, MD, Rachel Hausmann, MD
Medical Center of Louisiana/University Hospital—New Orleans
Ellen Beyer, BSN, MBA, Susan Berry, MD

MARYLAND

Druid Family Health Center—Baltimore
Delores Smith, Karen Nelson, MD
East Baltimore Medical Center—Baltimore
Shannon Wright, RN, Pasquale Bernardi, MD
Johns Hopkins Bayview Medical Center—Baltimore
Dawn Breon, Lauren Jansson, MD
Johns Hopkins Children's Center—Baltimore
Mary Ash, CCLS, John Andrews, MD, Teri Metcalf, MD
Matilda Koval Health Center—Baltimore
Heather Neblett, MD
St. Agnes Hospital—Baltimore
Barbara Burns, Michael Burke, MD
Shore Clinical Foundation—Easton
Cathleen McGrath, MD
Sinai Hospital/Greenspring Pediatric Associates—Baltimore
Rebecca Hartman, LCSW-C, Oscar Taube, MD
University of Maryland Pediatric Ambulatory Center—Baltimore
Alexa Cieslak, Virginia Keane, MD

MASSACHUSETTS

Boston Evening Medical Center—Boston
Carol Langford, MD, Ralph Schiff
Boston Medical Center—Boston
Bobbi Philipp, MD, Patricia Lawrence, PNP, Peter Schwartz, RN
Brockton Hospital—Brockton
Jacqueline Hochstin, RN, CLS & Lisa Downs, MD
Cambridge, Mt. Auburn, Somerville Hospitals
David Osler, MD
Children's Hospital—Boston
Sean Caborowski, PhD, Rachel Salguero
Codman Square Neighborhood Health Center—Dorchester
Angela Goss
Dimock Street Neighborhood Health Center—Roxbury
Bonnie Hannibal
Dorchester House Multi-Service Center—Dorchester
Pam Kuzia-Russell, Erin McNaughton
Geiger Gibson Community Health Center
Yvonne Ruggles
Greater Lawrence Family Health Center—Lawrence
Elise Henricks, MD
Harvard Street Neighborhood Health Center—Dorchester
Adine Latimore, PNP
Holyoke Health Center—Holyoke
Jane Cross, MD
Lynn Community Health Center—Lynn
Sandra Broughton, Marc Levine, MD
Manet Community Health Center—Quincy
Louise Quinlan, Vibha Bhatmagar, MD
Mattapan Health Center—Mattapan
Toni Wortham
Holyoke Pediatric Associates—Holyoke
Anne Nugent, MD

MGH Chelsea Health Center—Chelsea

Janice Lowe, MD
Medical Center of Central MA/Memorial Hospital—Worcester
Keith Dubois
North Shore Children's Medical Center—Salem
Phyllis Groskin, Owen Mathieu
River Street Health Center—Mattapan
Dianne Morris, MD
South Boston Neighborhood Health Center—South Boston
Cathy Callahan
Tauton Family Medicine—Tauton
Karen Shaker, Charles Walker, DO
Uphams Corner Neighborhood Health Center—Dorchester
Paul Geltman, MD, Robyn Souza, RN
Whittier Street Neighborhood Health Center—Roxbury
Yvonne Nelson-Langley

MICHIGAN

Children's Hospital of Michigan—Detroit
Teresa Holtrop, MD
Hurley Medical Center—Flint
Janie Bruen, CPNP
Kalamazoo Center for Medical Studies/MSU—Kalamazoo
Donald Greydanus, MD, Allan LaReau, MD

MINNESOTA

Children's Health Care Children's Clinic—Minneapolis
Nancy Almquist, CLS & Stephanie Bisson, CPNP
Community University Health Care Center/Variety Children's Clinic—Minneapolis
Kathie Cerra, PhD, Amos Deinard, MD

MISSISSIPPI

Jackson-Hinds Comprehensive Health Center—Jackson
Dana Carbo, MD & Eva Henderson, MD

MISSOURI

Children's Mercy Hospital—Kansas City
Michele Kilo, MD, Wendy Turnbull, PhD
Open Door Clinic—St. Louis
Dotti Kastigar, Helen Haney, MD

MONTANA

Crow/Northern Cheyenne Indian Health Service Hospital—Hardin
Lori Byron, MD

NEW HAMPSHIRE

Lamprey Health Care—Newmarket
Sarah Oxnard, MD & Priscilla Shaw
Nashua Child Health Clinic—Nashua
Christine Caron, Richard Slosberg, MD

NEW JERSEY

Beth Israel Medical Center—Newark
Judy Shooobe, DO, Idressa Green
Osborn Family Health Center/Our Lady of Lourdes Medical Center—Camden
Deb Bokas, MSW, Georgiana Reynick

NEW MEXICO

Children's Hospital of New Mexico—Albuquerque
Julia Grimes, MLS, Barbara Small, MD
Farmington Community Health Center—Farmington
John Garretson, MD
Las Vegas Clinic for Children and Youth—Las Vegas
George P. Bunch, MD
Rehoboth McKinley Christian Hospital—Gallup
Herb Mosher, Mary Poel, MD

NEW YORK

Child Health Clinics—NYC
 Carmen Ramos-Bonoan, MD
 Columbia Presbyterian Medical Center—NYC
 Wanda Lay, Mary McCord, MD
 Court Street Diagnostic and Treatment Center—Utica
 Charles McMahon, Thomas Clark, MD
 East Harlem Child Health Clinic—NYC
 Fort Greene Child Health Clinic—Brooklyn
 Foster Care Pediatrics—Rochester
 Elizabeth McMahon, MD
 Gouverneur Diagnostic and Treatment Center—NYC
 David Berger, MD, Miriam Rivera, MS, Ayman Mekhail, MS
 Irving Avenue Child Health Clinic—Brooklyn
 Junction Boulevard Child Health Clinic—Corona (Queens)
 Metropolitan Hospital—NYC
 Ruth Frank, Vidya Bhushan Gupta, MD
 Montefiore Marble Hill Family Practice—Bronx
 David Savarese, MD
 Montefiore Medical Center—Bronx
 Charlotte Shandley, MD, Iman Sharif-Hassen, Rose Ayers
 Mount Sinai Medical Center—NYC
 Marc Habert, MD, Leora Mogilner, MD, Mary Hogan
 NYU Bellvue Hospital—NYC
 Linda van Schaick, MS, Jane Burton
 Open Book/Westchester Medical Center—Valhalla
 Reva Greenburg, EdD, Karen Edwards, MD
 Rochester General Hospital—Rochester
 Randy Evans, Robert Byrd, MD, Michael Weissman, MD
 Tremont Child Health Clinic—Bronx
 Washington Heights Child Health Clinic—NYC

NORTH CAROLINA

Mulberry Pediatrics/Caldwell Memorial Hospital—Lenoir
 Vicki Coffey & Duane Herold
 Olson Huff Center for Child Development—Asheville
 Adrian Sandler, MD
 Wake Medical Center Special Infant Care Clinic—Raleigh
 Cindy Callahan, MA, Melissa Johnson, PhD, Bethany Kelly

OHIO

Children's Health Clinic—Dayton
 Terrie Kess, RN, Maria Nanagas, MD
 Crossroads Health Center—Cincinnati
 Katie Connelly
 Rainbow Babies and Children's Hospital—Cleveland
 Robert Needlman, MD

OKLAHOMA

Children's Medical Center—Tulsa
 Laura Taylor, DO

PENNSYLVANIA

Children's Hospital of Philadelphia(CHOP)
 Trude Haecker, MD, Kate Wiggins, CCLS
 C. Eve Kimball, MD—Reading

RHODE ISLAND

Thundermist Health Associates—Woonsocket
 Brenda Whittle, Dennis Stanton, Laura Viehmann, MD

SOUTH CAROLINA

Greenwood Community Children's Center—Greenwood
 William Allen, MD
 Lowcountry Pediatrics—Beaufort
 Sarah Anderson, RN, Francis Rushton, MD
 Spartanburg County Health Department—Carole Bledsoe
 Melody Wood, RN, Julie Kavanagh, MD, Joe Warren, MA
 United Way of Greenville—Greenville
 Jane Leo, Paul Catalana, MD

SOUTH DAKOTA

Lower Brule Clinic—Lower Brule
 Peter Magnus, MD, Molly Anderson, MD
 Rosebud Sioux Tribe Healthy Start—Rosebud
 Lucy Reifel, MD

TENNESSEE

Memphis Family Care Center—Memphis
 Gerri Cannon-Smith, MD

TEXAS

Scott and White Hospital—Temple
 Don Wilson, MD, Jan Upchurch, MA, Msc, CCLS, Lisa Ehl, MD
 University of Texas Medical School WIC Children's Clinic—Houston
 Paige Atkinson, PNP

VERMONT

Community Health Center—Burlington
 Ann Goering, MD, Sally Anderson, Abby Foulk
 University Pediatrics—Burlington
 Wendy Davis, MD, Sally Anderson, Abby Foulk
 Upper Valley Pediatrics—Bradford
 Nancy Foote, ARNP, Susan Farrell, ARNP, Mark Harris, MD

VIRGINIA

Eastern Shore Rural Health System-Onancock-Evan Clements,
 RNC, Linda Crumb
 Healthy Families/CHIP—Arlington
 Anne VorderBruegge
 University of Virginia Children's Medical Center—Charlottesville
 Linda Drake, Deborah Smith, MD

WASHINGTON, DC

Children's National Medical Center GPAC
 Sandra Cuzzi, MD
 Children's National Medical Center Child Protection
 Lavdena Orr, MD
 George Washington University Pediatrics
 Leslie Meyers, MD, Marsha Spitzer, MD

WISCONSIN

Gundersen Lutheran Medical Center—La Crosse
 Richard Strauss, MD, Cheryl Pearse ■

Redeem this coupon for your

Free copy
of **Read to Your Bunny**
by Rosemary Wells

Prescription FOR
READING

TO BE COMPLETED BY
A HEALTH-CARE PROVIDER:

Child's Name: _____

Parent or Guardian: _____

Address: _____

Pediatrician or Other Health-Care Provider: _____

Offer expires March 1, 1998.
Supplies are limited.

Get your free paperback copy
of *Read to Your Bunny* at



Prescription FOR
READING

suggested reading list.
Ask your neighborhood
bookseller or local librarian
for other titles.

BABIES

Clap Your Hands,
Lorinda Bryan Cauley, Putnam
Fuzzy Yellow Ducklings,
Matthew Van Fleet, Dial
** Goodnight Moon*,
Margaret Wise Brown, illustrated by
Clement Hurd, HarperCollins
My Very First Mother Goose,
Iona Opie, illustrated by
Rosemary Wells, Candlewick
Pat the Bunny, Dorothy Kunhardt,
Golden Books/Western Publishing
Time for Bed, Mem Fox, illustrated by
Jane Dyer, Harcourt Brace

TODDLERS

Chicka Chicka Boom Boom,
Bill Martin, Jr., and
John Archambault, illustrated by
Lois Ehlert, Simon & Schuster
Good Night, Gorilla,
Peggy Rathmann, Putnam
In the Small, Small Pond,
Denise Fleming, Henry Holt
"K" Is for Kiss Good Night,
Jill Sardagna, illustrated by Michael
Hays, Bantam Doubleday Dell

* Available in Spanish.

Prescription FOR READING

suggested reading list:

TODDLERS (con't)

"Here I Am, Here," Said the Baby,
Vera B. Williams, Greenwillow

So Much, Trish Cooke, illustrated
by Helen Qwanbury, Candlewick

"When I'm Sleepy,
Jane R. Howard, illustrated by
Lynne Cherry, Dutton

PRE-SCHOOL

Angus and the Ducks, Marjorie
Flack, Farrar, Straus and Giroux

Raspberries for Sal,
Robert McCloskey, Puffin

Is Your Mama a Umana?
Deborah Guarino, illustrated by
Steven Kellogg, Scholastic

Mama Do You Love Me?
Barbara M. Jossse, illustrated by
Barbara Lovelace, Chronicle

*Read Aloud Rhymes for the Very
Young,* Jack Prelutsky, illustrated
by Marc Brown, Knopf

Sheep in a Jeep, Nancy Shaw,
Houghton Mifflin

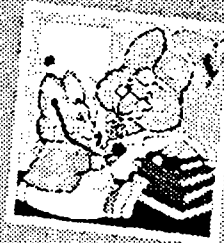
"When the Wild Things Are,
Maurice Sendak, HarperCollins

* Available in Spanish.

Remember to sign up your child
for a library card.

Prescription FOR READING

Scientific research has shown that
reading to a very young child can
enhance the child's overall intellectual,
emotional, and physical development.
A daily regime of reading to your child
for 20 minutes a day will reap
a lifetime of rewards.



"Today, thanks to advances in brain research, we know that reading with a child has intellectual, emotional and physical benefits that can enhance the child's development. The intimacy of sharing books and stories strengthens the emotional bonds between a parent and child, helps a child learn words and concepts, and actually stimulates the growth of a baby's brain. ... That's why doctors and nurses are starting to *prescribe* reading to babies along with regular checkups and vaccinations. ... It isn't very often that we have before us such a simple, inexpensive and pleasurable way to improve our children's health and development and raise their prospects for a brighter future."

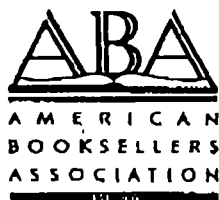
—Hillary Rodham Clinton
Time, February 3, 1997



AMERICAN ASSOCIATION OF PUBLIC LIBRARIES



PR2



FOR IMMEDIATE RELEASE

Contact: Jill Perlstein, ABA
(914) 591-2665, ext. 283

**READ TO YOUR BUNNY BY ROSEMARY WELLS
INSPIRES NATIONAL READING PROGRAM AT LOCAL BOOKSTORES**

**SPONSORED BY THE AMERICAN BOOKSELLERS ASSOCIATION
IN PARTNERSHIP WITH SCHOLASTIC, THE ASSOCIATION OF BOOKSELLERS
FOR CHILDREN, AND THE INGRAM BOOK COMPANY**

(Tarrytown, NY, November 1997) More than two hundred thousand free copies of a new book, *Read to Your Bunny*, have been distributed to participating bookstores across the nation through a cooperative initiative entitled Prescription for Reading. The Prescription for Reading Partnership, an integral component of the America Reads Challenge, was launched in April 1997 by First Lady Hillary Rodham Clinton on the eve of the White House Conference on Early Childhood and Brain Development. Prescription for Reading is based on the successful work of a Boston-based organization, Reach Out and Read, which corroborates that reading to very young children enhances the child's overall intellectual, emotional, and physical development.

The American Booksellers Association (ABA), in partnership with the Association of Booksellers for Children (ABC), Scholastic Inc., the Ingram Book Company, and local bookstores across the country, has designed this program to encourage parents and guardians of very young children to make reading part of a daily routine. By working with local health-care providers to *prescribe* reading during "well-baby" checkups, we can work toward meeting the goal of the America Reads Challenge and ensure that all children learn to read well and independently by the time they enter third grade.

Read to Your Bunny, a new Scholastic picture book by acclaimed author and illustrator Rosemary Wells, is a colorful, vibrant story that delivers a simple message: Reading to a child is an important part of daily activities. The book will be published by Scholastic in March 1998 (U.S. price \$7.95). Local bookstores are distributing "prescription coupons" for free paperback copies of *Read to Your Bunny* to pediatricians, well-baby clinics, and other health-care facilities, where the coupons will be given to individual parents and guardians to be redeemed at the sponsoring bookstore. Parents and guardians will also be provided with special reading lists for babies, toddlers, and pre-schoolers. The promotion will run from November 1997 through March 1, 1998.

"Your program ... is a very important step in implementing the Prescription for Reading Partnership," wrote First Lady Hillary Rodham Clinton in a letter to the ABA. "We all realize that modest investments in the sound development of our children, especially our youngest children, will lay the groundwork for an American future with increased prosperity, better health, with fewer social ills, and ever greater opportunities for our citizens to lead fulfilling lives."

ABA/page 2

The American Booksellers Association, founded in 1900, is a not-for-profit trade organization headquartered in Tarrytown, New York, and on the Internet at <http://www.bookweb.org/>. Its mission includes protecting the well-being of retail bookstores and promoting the availability of books. The ABA supports its members through education, research, and the dissemination of information.

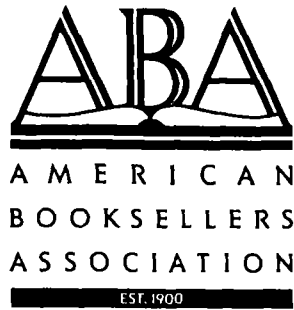
For more than 75 years, Scholastic Inc., has been committed to creating quality educational materials for students, teachers, and families. The company is one of the leading publishers and distributors of children's books, magazines, and core curriculum materials. Scholastic also publishes educational software products and produces children- and family-oriented videos and television programs. The company's international operations include Canada, Australia, New Zealand, the United Kingdom, and Mexico.

The Association of Booksellers for Children is a national membership association that offers a support network for professional children's booksellers who share the goal of encouraging quality and service within the children's book industry.

The Ingram Book Company is America's largest wholesale distributor of books, audiobooks, periodicals, and multimedia to booksellers, librarians, and specialty retailers.

#

828 South Broadway · Tarrytown, NY 10591914.591.BOOK · 800.637.0037 · FAX 914.591.2720 · INTERNET <http://www.bookweb.org>



March 5, 1998

Ms. Jennifer Klein
Office of The First Lady
The White House
Washington, D.C. 20500

Jennifer
Dear Ms. Klein:

On behalf of our colleagues at the Association of Booksellers for Children, Scholastic, Inc., the Ingram Book Company, and Jill Perlstein, I want to thank you for your role in planning the March 2nd Prescription for Reading/Read Across America event with The First Lady. We appreciate the enormity of balancing the needs of the numerous participating organizations - not to mention the complex political aspects that are associated with an event of this kind.

I cannot tell you how helpful it was to have The First Lady acknowledge our efforts - and those of the 1500 participating bookstores - in our Prescription for Reading campaign.

Thank you again for all of your help.

Sincerely,

[Signature]
Oren J. Teicher

BOOKSELLING *This Week*

A WEEKLY PUBLICATION OF THE AMERICAN BOOKSELLERS ASSOCIATION

HarperCollins UK Feels the Heat

When media magnate Rupert Murdoch intervened to stop publication of a book by former Hong Kong governor Chris Patten, he unleashed a firestorm of protest. On February 28, the *Daily Telegraph* reported that HarperCollins UK had decided to cancel the contract for Patten's *East and West*, which, reportedly, is highly critical of China's government. Murdoch allegedly pressured the publisher's management to kill the book because he was concerned that its criticism of the Chinese government could hurt his chances for expanding his worldwide media empire into that huge, untapped market. Murdoch said in the March 4 edition of *The Times* [London] that he had expressed displeasure about *East and West* to HarperCollins executives as far back as July. He said there were dozens of other publishers that would take the book. "I did not tell people to try to censor the book or invent excuses not to do it," he said. "I said 'Why don't you go and say we would rather have someone else publish this and if there is any chance of losing money we will make it good.'"

This is not the first time Murdoch has squelched deals in order to placate the Chinese government. In 1993, he pulled BBC World Television from his Asian television service. In addition, while Deng Xiaopin was still in power, HarperCollins published a flattering biography of the Chinese leader by Deng's daughter.

HarperCollins editor Stuart Proffit, who had praised Patten's book, resigned from the company in protest. Patten is suing for breach of contract, and Proffit

Last Monday, First Lady Hillary Rodham Clinton came to a Maryland ABA member bookstore to "celebrate the joy and importance of reading to children" and to help underscore the success of ABA's "Read to Your Bunny" initiative.

In what was probably the highest profile event of "Read Across America Day," ABA member Wayne Strickland, owner of Learning Ideas in District Heights, Maryland, played host to the First Lady, author Rosemary Wells, and ABA President Barbara Bonds Thomas, among others.

The event featured Wells and the First Lady reading Wells' *Read to Your Bunny*

FIRST LADY LAUDS ABA AND READING CAMPAIGN



First Lady Hillary Rodham Clinton and ABA President Barbara Bonds Thomas share a smile at Learning Ideas' 'Read to Your Bunny' event.



Among those who turned out for Hillary Rodham Clinton's visit were (left to right) Fern Jaffe, Rosemary Wells, Valerie Lewis, Barbara Bonds Thomas, Wayne Strickland, and Jeff Copeland.

to a group of children from the Prince Georges County Head Start program, and both women used the event to stress the importance of reading to very small children. Praising the efforts of all involved in the Read to Your Bunny initiative, the First Lady noted that "few things can make a more dramatic difference over the next 10 years than helping to prepare young children for school and giving every child

the kind of head start every child should have." She noted that "the success of the Read to Your Bunny campaign is due in large part to the strong commitment of the American Booksellers Association, in partnership with the

Association of Booksellers for Children, Scholastic Publishing and First Book, the Ingram Book Company, and local bookstores and educational centers like this one around the country." Wells commented that "not many people

see that their work can have such a great and profound effect on so many people. I'm enormously grateful and inspired that *Read to Your Bunny* has helped to further communicate the importance of reading to children at an early age."

The First Lady also noted at the event that, though the Read to Your Bunny Campaign had concluded, the good effects of the Wells book would continue to be felt. "At least five thousand remaining books will be donated to local hospitals in this area, health centers across the country, and to Prescription for Reading partners Reach Out and Read and First Book," she explained.

Also speaking at the event were NEA

AAP Set to Launch Book Promo Initiative

Latest Sales Figures Show Weak Trade Market

According to preliminary figures released recently by AAP, overall total U.S. books sales came in at \$21.28 billion in 1997, an increase of 2.4 percent over 1996. However, the 1997 trade books segment showed sales of only \$5.45 billion, down 3.4 percent from the previous year. In the wake of falling sales, the Association of American Publishers is poised to announce a major new initiative to promote books.

AAP president and CEO Pat Schroeder noted that, while disappointing, trade figures reflect a period of transition for the industry, as publishing houses seek new ways to deal with such industry problems as returns. Looking ahead, she pointed to "a groundswell of new initiatives to encourage more adults to read to children" as a catalyst for increased juvenile trade sales. (See related story, p. 1.)

PRELIMINARY ESTIMATED BOOK SALES Millions of dollars

	TOTAL TRADE	ADULT HARDBOUND	ALL CATEGORIES
25			
20			
15			
10			
5			

CONTINUED ON PAGE 3

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Chancery Lane to described her is to be a "Mom up, just Mom," ABA come here out me and my

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eral membership after the ABA

booksellers Forums the Radisson Hotel on with the Great ociation Spring wards ceremonies, e at the Santa Fe page for more on

Collins e Heat

AGE 1

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James Books will be Vest in September. president of corpo- orporation, the par- erCollins, said that eduled for publica- Collins. "The U.S. e originally sold to" o joked that "they a billion dollars for generated." At the print, Mary Beth ublicity for Times thirds of the manu- "the editors say that y well done."

ay be underestim- fficials in China, for t two publications g carrying articles ins story: The news- orning Post has run on the subject in the iaWeek includes a March 6 issue of that

the Amazon Advantage program to increase the visibility of small and independent presses.

The Advantage program was launched on February 26, just in time for Small Press Month. According to Advantage Program Manager Dan Camacho, Amazon wanted to "level the playing field for small and independent publishers. Where previously we would special order direct from smaller publishers, now we've decided to let publishers keep a small consignment of books in our warehouse." In exchange for inclusion in the Advantage program, Amazon requires 55 percent off the publisher's list price and for publishers to pay shipping charges to Amazon's distribution center. Amazon then pays the Advantage members the month after the sale of their books.

Camacho explained that small press titles can now be sent out in 24 hours, whereas before customers were asked to wait four to six weeks for delivery. Another key facet to the program is that small publishers will now be able to have their titles classified by subject, making it much more

providing more descriptive information—such as reviews—Camacho believes the new program will make customers more likely to purchase the titles as well. The Advantage program can be found online at www.amazon.com/advantage.

Amazon.com Kids was announced on March 2, with the timing scheduled to coincide with Read Across America Day and the late Dr. Seuss' Birthday. The new initiative features a catalog with over 100,000 titles for children, a "Gift Ideas" search engine, in-depth articles, interviews, and reviews. The new children's section is located at www.amazon.com/kids.

As for selling music online, Amazon plans to begin selling CDs on the Internet "sometime this year," according to spokesperson Beth Garson, who explained that the move to include music was probably inevitable. "Music was always one of the original categories [Amazon.com founder and president] Jeff Bezos had in mind," she explained. "He went with books first because there were more titles there." ■

FIRST LADY LAUDS ABA AND READING CAMPAIGN

CONTINUED FROM PAGE 1

President Bob Chase, and Congressman Stenny Hoyer of Maryland. Among the attendees was Valerie Lewis, owner of Hicklebee's, a children's bookstore in San Jose, California. Lewis played a key role in conceiving and implementing the Read to Your Bunny Program. Also among the booksellers attending was the president of the New Atlantic Independent Booksellers Association, Fern Jaffe, owner of Paperbacks Plus in the Bronx, New York.

Through the program, ABA, in cooperation with Scholastic, the Association of Booksellers for Children, and Ingram Book Company, helped distribute approximately 200,000 copies of a special edition of Scholastic's *Read to Your Bunny* through participating bookstores to parents and guardians of small children who has received "prescriptions" to read to their children each day from health care providers.

The initiative is patterned after the successful Reach Out and Read program, established by Dr. Barry Zuckerman, chair of the department of pediatrics at Boston Medical Center. Learning Ideas was one of many ABA bookstores that took part in the program, and Strickland noted that "this is the grand finale of a wonderful effort of getting these books out and getting parents involved." ■

BOOKSELLER FORUMS SET FOR CHICAGO AND SANTA FE

Reservations are being taken for the next two ABA Bookseller Forums. The bookseller forum series features open discussion regarding industry and association-related issues between booksellers and ABA senior staff and board members from the region.

A forum is scheduled for March 12 from 3:30 to 5:30 p.m. at the Radisson Hotel in Chicago. This forum will be held in conjunction with the Great Lakes Book Association's Spring Conference and Book Awards Ceremony; interested booksellers can call Pete Reynolds at ABA, (800) 637-0037, ext. 292, or can contact GLBA at (616) 847-2460.

A second forum will be held on March 14 in Santa Fe, New Mexico, at the Radisson Hotel from 1:30 to 3:30 p.m. The forum is being held in conjunction with the Mountains & Plains Booksellers Association (MPBA) Spring Seminar. Booksellers interested in attending can RSVP by March 10 to MPBA at (970) 484-5856. After March 10, please RSVP to Pete Reynolds at ABA. ■

February 16, but a loyal community quickly rallied around store owner and founder Margaret Conner.

"People started calling the next day, and there must have been close to 300 messages on my machine in the next few days," Conner told *BTW*, explaining that a benefit for the store at a local art gallery raised over \$3,400 and attracted at least 200 people. "The fire was a disaster and tragedy," said Conner. "But there been such an overwhelming outpouring of community support. It's wonderful."

The blaze purportedly originated in one of the three small businesses that shared a building with Reading Edge and, Conner says, "the interior was consumed by fire. Water and smoke destroyed everything." She added that the seriousness of the situation didn't hit her until a visit to the store the day after the blaze. "It broke my heart the first time I saw it—it was pouring rain right through the roof. That's when it hit me—I've lost my baby. I've put a lot of work into this little store."

If all goes as planned, however, the fire will be merely a temporary setback to Conner and Reading Edge. She plans to re-open and expand the shop by Christmas, though she admits that might be wishful thinking. "Things always seem to take a little longer here in Savannah than anywhere else," she laughed. In the meantime, Conner says she'll start a newsletter to keep her customers apprised of the rebuilding process (the store will re-open at the same site) and probably operate a special-order business on the side. ■

AAP Set to Launch Book Promo Initiative

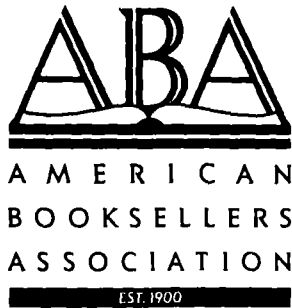
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paperbound portion of the trade segment showed the greatest decrease from 1996, with sales down 18.9 percent at \$470 million. Mass-market paperback sales for the year plummeted by 7.1 percent, falling to \$1.43 billion. Paperbound (non-mass-market) increased by 4.7 percent to \$1.68 billion, and juvenile hardbound sales by 2.3 percent to \$887.7 million. Trade in trade sales follows a climb of 10 percent for 1996. Adult hardbound have now fallen three years in a row; flat sales come in the wake

ATTENTION BOOKSELLERS

When faced with the concerns of independent booksellers regarding Bertelsmann's online bookselling initiative, Bantam Doubleday Dell executives expressed a will-

Interested booksellers can contact BDD



March 5, 1998

**Ms. Jennifer Klein
Office of The First Lady
The White House
Washington, D.C. 20500**

Jennifer
Dear Ms. Klein:

On behalf of our colleagues at the Association of Booksellers for Children, Scholastic, Inc., the Ingram Book Company, and Jill Perlstein, I want to thank you for your role in planning the March 2nd Prescription for Reading/Read Across America event with The First Lady. We appreciate the enormity of balancing the needs of the numerous participating organizations - not to mention the complex political aspects that are associated with an event of this kind.

I cannot tell you how helpful it was to have The First Lady acknowledge our efforts - and those of the 1500 participating bookstores - in our Prescription for Reading campaign.

Thank you again for all of your help.

Sincerely,

[Signature]
Oren J. Teicher

Prescription for Reading Event

DATE: March 2, 1998
LOCATION: Learning Ideas
TIME: 10:30 am - 11:30 am
FROM: Noa Meyer

I. PURPOSE

The purposes of the event are: (1) to celebrate the culmination of the Prescription for Reading Partnership's *Read to Your Bunny* campaign by announcing the donation of over 5,000 copies of the book to local hospitals and health centers across the country; and (2) to participate in the National Education Association's "Read Across America" campaign, which challenges all children to read in honor of Dr. Seuss' birthday.

II. BACKGROUND

Prescription for Reading Partnership's *Read to Your Bunny* Campaign

Last year, you called on booksellers, publishers, libraries, hospitals, pediatricians, health centers, and others to work together to make sure that infants and toddlers who come to the doctor have access to books and are read to regularly. From your challenge, the Prescription for Reading partnership was born, building on existing efforts like Reach Out and Read and the American Library Association's Born to Read, and the President's American Reads Challenge.

The *Read to Your Bunny* campaign is a product of the Prescription for Reading partnership. The American Booksellers Association, collaborating with the Association of Booksellers for Children, Scholastic, Inc., the Ingram Book Company, and local bookstores from across the country, developed the campaign to team doctors with bookstores to encourage parents to read to their children. Since November, doctors have given 200,000 "prescriptions" redeemable at participating bookstores for a free, paperback copy of *Read to Your Bunny*. At least 5,000 remaining books will be donated to local hospitals, health care centers, and Prescription for Reading partners First Book and Reach Out and Read.

National Education Association's *Read Across America* Campaign

The National Education Association is commemorating Dr. Seuss' birthday through *Read Across America*, a nationwide campaign calling for every child to read or be read to in honor of the beloved author. Baltimore Orioles third-baseman Cal Ripken Jr. is the event's national chairman. NEA members are organizing reading activities that organizers estimate will reach more than two million children. In many states, NEA members are donating books to youth in homeless shelters. The North Carolina Association of Educators is donating 10,000 new books to needy children.

Event Scenario

This event will include a short speaking program with the President's of the American Booksellers's Association, the President of the National Education Association, Congressman Stenny Hoyer, and you. After the speaking program, you and Rosemary Wells, the author of *Read to Your Bunny*, will read her book to a group of fifteen children from the John E. Howard Elementary School Head Start Center. The center is part of the Prince George's County Public Schools Head Start program. Currently there are 19 Head Start Centers in Prince George's County serving nearly 1,000 low income families.

Congressman Hoyer's late wife was in charge of Head Start programs throughout Prince George's County, as Director of Early Childhood Education.

III. PARTICIPANTS

Speaking Program (Bios attached)

- HRC
- Barbara Bonds Thomas, President, American Booksellers Association
- Robert Chase, President, National Education Association
- Rep. Stenny Hoyer

Reading Program

- HRC
- Rosemary Wells, author *Read to Your Bunny*
- 15 Head Start kids

Audience

The audience will consist of invited guests of the American Booksellers Association, The National Education Association, First Book, Scholastic, Reach Out and Read, and member of the Prince George's County Board of Education and administrators.

IV. FORMAT

- Arrive Learning Ideas.
- Barbara Thomas, President of the American Booksellers Association makes welcoming remarks, then introduces Bob Chase.
- Bob Chase, President of the NEA, gives brief remarks, then introduces Rep. Hoyer.
- Rep. Hoyer gives brief remarks, then introduces you.
- You proceed to the podium and give brief remarks.
- Upon conclusion of your remarks, you will join Rosemary Wells, author of Read to Your Bunny, who will read the book to approx. 15 children.
- Upon conclusion of the book reading, you depart.

V. PRESS

Open press.

VI. REMARKS

Talking Points Attached.

nea**BIOGRAPHICAL SKETCH****NATIONAL EDUCATION ASSOCIATION***1201 16th Street, N.W., Washington, D.C. 20036-3290 (202)822-7200*

ROBERT F. CHASE

President

NATIONAL EDUCATION ASSOCIATION

Robert F. (Bob) Chase, a leading advocate for public education, was elected president of the National Education Association at NEA's 1996 Representative Assembly in Washington, D.C.

Since assuming his role as the head of the 2.3 million-member organization, Chase has focused his efforts on recreating the NEA as the champion of quality teaching and quality public schools in the United States. Chase describes these efforts as "a new unionism," in which the traditional industrial union roles between labor and management are broadened to include the pursuit of an aggressive agenda of excellence for the nation's school children.

A long-time Association leader, Chase served three terms as NEA vice-president from 1989 to 1996. He served on the nine-member NEA Executive Committee from 1985 to 1989, and represented Connecticut on the NEA Board of Directors from 1982 to 1985.

A middle school social studies teacher from Danbury, Connecticut since 1965, Chase began his Association activism as negotiations chair and became vice-president and then president of NEA-Danbury, his local affiliate in Connecticut. In 1979, Chase was elected to leadership of the Connecticut Education Association, serving as vice-president and later president. During his term as president, he directed the development of CEA's award-winning curriculum that exposed the resurgence of the Ku Klux Klan.

Chase serves on the executive board of the National Council for the Accreditation of Teacher Education (NCATE), the National Foundation for the Improvement of Education, and the National Board for Professional Teaching Standards. He has represented the NEA before

Robert Chase Bio

2.

the U.S. Congress, and with numerous groups, including the Educational Testing Service's Teacher Program Council, the United Nations, the Carnegie Foundation, and the Work in America Institute.

Chase's educational interests are global. He was a delegate to the 1988, 1990, 1993 and 1995 conventions of the World Confederation of Organizations of the Teaching Profession and Education International. In 1985, Chase led the NEA delegation that was arrested at an anti-apartheid demonstration at the South African embassy in Washington.

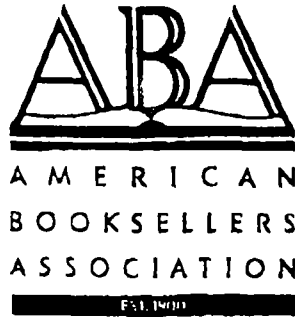
Chase also has devoted considerable attention to the needs of special education students. While on the NEA Executive Committee, he chaired the Special Committee on Organizational Streamlining and the Special Education Advisory Committee, which dealt with the issue of inclusion.

Soon after assuming his role as NEA president, Chase outlined his ideas for a "new unionism" in an address before the National Press Club in Washington, D.C. His remarks generated wide attention in both the local and national media throughout the country, and continue to make him much in demand as a speaker.

A bona fide newsmaker, Chase has appeared on numerous television and radio programs and conducted dozens of interviews with print reporters. He has appeared on *CNN Crossfire*, *CNN Inside Politics*, ABC's *Good Morning America*, *NBC Nightly News*, *CNBC's Equal Time*, and ABC's *Nightline*, among others. His bylined column examining key issues that have an impact on public education appears regularly in *The Washington Post* and *Education Week*.

Chase earned his B.A. from Providence College in Providence, Rhode Island, and his M.A. from Western Connecticut State College in Danbury, Connecticut. He has done graduate work at Fairfield University in Fairfield, Connecticut and at the University of Washington in Seattle. Chase is a veteran of the U.S. Army and served a tour of duty in the artillery division in Germany between 1968 and 1970. He has two grown daughters.

September 1997



BARBARA BONDS THOMAS

Biography

As a former teacher and school librarian, Barbara Bonds Thomas brings a vast amount of experience in working with children of all ages to her present position as ABA President. In 1978 she opened the Toad Hall Children's Bookstore in Austin, Texas. Ms. Thomas has served on numerous ABA committees, chairing both the Children's Issues Committee and the Education Committee, and serving as a faculty member of the ABA Booksellers Schools. A staunch advocate of first amendment rights, she is former vice-president of the American Booksellers Foundation for Free Expression.



"Reading to children aloud everyday is as important as brushing their teeth and fastening their seat belts."—Rosemary Wells

Rosemary Wells Bio

Born in New York City, Rosemary Wells grew up in a house "filled with books, dogs, and nineteenth-century music." Her childhood years were spent between her parents' home near Red Bank, New Jersey, and her grandmother's rambling stucco house on the Jersey Shore.

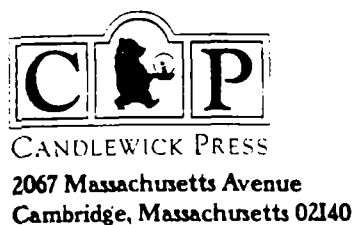
After finishing high school, Wells attended the Museum School in Boston. A self-proclaimed "poor student," Wells found this time in her life "a bastion of abstract expressionism...an art form that brought to my mind things I don't like to eat, fabrics that itch against the skin, divorce, paper cuts, and metallic noises." Without her degree, Wells left school at 19, married, and began her publishing career as a book designer with a Boston textbook publisher. When her husband, Tom, became an architecture student at Columbia, the couple moved to New York City, and Wells joined the staff of Macmillan as a designer in their children's book division.

It was at Macmillan that Rosemary Wells began her promising writing and illustrating career when Wells presented a small illustrated dummy of a Gilbert and Sullivan song to her editor-in-chief. Those illustrations became her first published book, *Sing A Song, O!*, and Rosemary Wells was on her way to extraordinary success.

Her children and home life have long been an inspiration for many of her books. Her daughters Victoria and Beezoo were constant inspirations, especially for the now famous "Max" board book series. Her West Highland white terrier, Angus, had the shape and expressions to become Benjamin and Tulip, Timothy, and all the other animals of her stories.

But not all of Wells' ideas come from within the family circle. She admits, "I put into my books all of the things I remember. I am an accomplished eavesdropper in restaurants, trains, and gatherings of any kind. These remembrances are jumbled up and changed because fiction is always more palatable than truth. Memories become more true as they are honed and whittled into characters and stories."

Rosemary Wells calls her prolific writing and illustrating career, which has spanned nearly three decades, a "pure delight." She adds, "I have been blessed with a small key to the world of the young." With over 50 well-loved, award-winning picture books to her credit and an endless list of awards and accolades, Wells has also written many highly acclaimed novels for teenagers including *Leave Well Enough Alone*, *When No One Was Looking*, and *Through a Hidden Door*.



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(more)

First Lady Participates in Prescription for Reading Partnership's *Read to Your Bunny* Campaign March 2, 1998

"There are few things that I believe could make a more dramatic difference over the next 10 years in this country than to persuade young parents of all educational and economic levels to take this mission of reading to and talking with their young babies seriously."

-- First Lady Hillary Rodham Clinton, January 10, 1997

Today, First Lady Hillary Rodham Clinton will participate in the culmination of the Prescription for Reading Partnership's *Read to Your Bunny* Campaign and will announce the donation of over 5,000 copies of the book to hospitals and health centers across the country. The *Read to Your Bunny* Campaign has asked doctors to give "prescriptions" to their young patients redeemable at over 1,500 participating bookstores for a paperback copy of Rosemary Wells' new book, *Read to Your Bunny*. The campaign is a fitting way to celebrate "Read Across America" -- a national effort to encourage every child and parent in America to spend time reading in honor of Dr. Seuss' birthday.

Prescription for Reading Partnership's *Read to Your Bunny* Campaign Will Reach 200,000 Children.

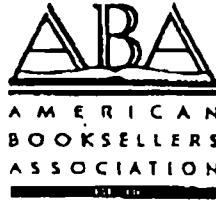
Last year, the First Lady challenged booksellers, publishers, libraries, hospitals, pediatricians, health centers, and others to work together to make sure that infants and toddlers who come to the doctor have access to books and are read to regularly. In response to that challenge, the American Booksellers Association, in partnership with the Association of Booksellers for Children, Scholastic, Inc., the Ingram Book Company, and local bookstores across the country, formed the *Read to Your Bunny* Campaign to team doctors with bookstores to encourage parents to read to their children. Since November, doctors have given "prescriptions" redeemable at participating bookstores for a paperback copy of *Read to Your Bunny* to about 200,000 children. Today, at least 5,000 remaining books will be donated to local hospitals, health care centers, and Prescription for Reading partners First Book and Reach Out and Read.

The Culmination of the *Read to Your Bunny* Campaign is a Fitting Way to Celebrate *Read Across America*. Today, the National Education Association is spearheading a nationwide campaign calling for every child to read in honor of Dr. Seuss' birthday. Millions of Americans -- in schools, libraries, museums, firehouses, community centers and homes -- will celebrate the beloved author's birthday by sharing books with children.

The Prescription for Reading Partnership Responds to the President's America Reads Challenge and the First Lady's Call for a National Effort to Prescribe Reading to Infants and Toddlers. The Prescription for Reading Partnership responds to the First Lady's call in January, 1997 for a national partnership to build on existing efforts to prescribe reading -- by programs like Reach Out and Read and the American Library Association's Born to Read -- and the President's America Reads Challenge to help parents be their children's first teachers and ensure that every child can read will by the end of third grade. Since the First Lady issued her challenge, the partnership has distributed two million books to over one million children at hospitals, health centers, and pediatricians offices across the country. The national partnership, led by Reach Out and Read, Scholastic, Inc., and First Book, includes the American Academy of Pediatrics, National Association of Community Health Centers, National Association of Children's Hospitals and Related Institutions, American Library Association, Random House, Irving Harris and the Harris Foundation, Annie E. Casey Foundation, American Booksellers Association, Association of American Publishers, Mellon Trust, Dreyfus Corporation, ABC television, Reading is Fundamental, National Association of Chain Drug Stores, and the National Community Pharmacists Association.

The White House Conference on Early Childhood Development and Learning Underscored the Importance of Reading to Infants and Toddlers. The White House Conference on Early Childhood Development and Learning (April 17, 1997) highlighted new research showing that reading to children in their first few years of life actually helps their brains grow, in addition to enhancing their emotional and social development.

PR2



FOR IMMEDIATE RELEASE

Contact: Jill Perlstein, ABA
(914) 591-2665, ext. 283

**READ TO YOUR BUNNY BY ROSEMARY WELLS
INSPIRES NATIONAL READING PROGRAM AT LOCAL BOOKSTORES**

**SPONSORED BY THE AMERICAN BOOKSELLERS ASSOCIATION
IN PARTNERSHIP WITH SCHOLASTIC, THE ASSOCIATION OF BOOKSELLERS
FOR CHILDREN, AND THE INGRAM BOOK COMPANY**

(Tarrytown, NY, November 1997) More than two hundred thousand free copies of a new book, *Read to Your Bunny*, have been distributed to participating bookstores across the nation through a cooperative initiative entitled Prescription for Reading. The Prescription for Reading Partnership, an integral component of the America Reads Challenge, was launched in April 1997 by First Lady Hillary Rodham Clinton on the eve of the White House Conference on Early Childhood and Brain Development. Prescription for Reading is based on the successful work of a Boston-based organization, Reach Out and Read, which corroborates that reading to very young children enhances the child's overall intellectual, emotional, and physical development.

The American Booksellers Association (ABA), in partnership with the Association of Booksellers for Children (ABC), Scholastic Inc., the Ingram Book Company, and local bookstores across the country, has designed this program to encourage parents and guardians of very young children to make reading part of a daily routine. By working with local health-care providers to *prescribe* reading during "well-baby" checkups, we can work toward meeting the goal of the America Reads Challenge and ensure that all children learn to read well and independently by the time they enter third grade.

Read to Your Bunny, a new Scholastic picture book by acclaimed author and illustrator Rosemary Wells, is a colorful, vibrant story that delivers a simple message: Reading to a child is an important part of daily activities. The book will be published by Scholastic in March 1998 (U.S. price \$7.95). Local bookstores are distributing "prescription coupons" for free paperback copies of *Read to Your Bunny* to pediatricians, well-baby clinics, and other health-care facilities, where the coupons will be given to individual parents and guardians to be redeemed at the sponsoring bookstore. Parents and guardians will also be provided with special reading lists for babies, toddlers, and pre-schoolers. The promotion will run from November 1997 through March 1, 1998.

"Your program ... is a very important step in implementing the Prescription for Reading Partnership," wrote First Lady Hillary Rodham Clinton in a letter to the ABA. "We all realize that modest investments in the sound development of our children, especially our youngest children, will lay the groundwork for an American future with increased prosperity, better health, with fewer social ills, and ever greater opportunities for our citizens to lead fulfilling lives."

ABA/page 2

The American Booksellers Association, founded in 1900, is a not-for-profit trade organization headquartered in Tarrytown, New York, and on the Internet at <http://www.bookweb.org/>. Its mission includes protecting the well-being of retail bookstores and promoting the availability of books. The ABA supports its members through education, research, and the dissemination of information.

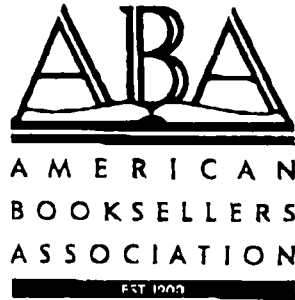
For more than 75 years, Scholastic Inc., has been committed to creating quality educational materials for students, teachers, and families. The company is one of the leading publishers and distributors of children's books, magazines, and core curriculum materials. Scholastic also publishes educational software products and produces children- and family-oriented videos and television programs. The company's international operations include Canada, Australia, New Zealand, the United Kingdom, and Mexico.

The Association of Booksellers for Children is a national membership association that offers a support network for professional children's booksellers who share the goal of encouraging quality and service within the children's book industry.

The Ingram Book Company is America's largest wholesale distributor of books, audiobooks, periodicals, and multimedia to booksellers, librarians, and specialty retailers.

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FOR IMMEDIATE RELEASE

On Monday at 10:30 a.m., First Lady Hillary Rodham Clinton will join children's author and illustrator Rosemary Wells at ABA bookstore member Learning Ideas in District Heights, Maryland, to mark the culmination of a successful nationwide program, the Prescription for Reading Partnership. During the visit, a number of children from a nearby Prince Georges County Head Start Program will share a reading of Wells' picture book, *Read to Your Bunny*. The book was the focal point of the program designed to establish a partnership between booksellers and health care providers.

Also attending and addressing the gathering will be ABA President Barbara Bonds Thomas, NEA President Bob Chase, and Congressman Stenny Hoyer of Maryland. Among the attendees will be Valerie Lewis, owner of Hicklebee's, a children's bookstore in San Jose, California. Lewis played a key role in conceiving and implementing the Read to Your Bunny Program. Wayne Strickland, ABA bookstore member and owner of Learning Ideas, was one of the many booksellers who participated in the program.

The First Lady was instrumental in launching the Prescription for Reading Partnership last April. It is a component of the America Reads Challenge, established by President Clinton to ensure that all children learn to read well and independently by the time they enter third grade. The initiative was modeled after the "Reach Out and Read" program, established by Dr. Barry Zuckerman, chair of the department of pediatrics at Boston Medical Center. The Prescription for Reading Partnership, involving the American Booksellers Association, Scholastic, Inc., the Association of Booksellers for Children, and the Ingram Book Company distributed more than 200,000 free copies of Wells' book with an information packet to booksellers nationwide. The booksellers, in turn, gave Wells' rhyming story to parents who had received "prescriptions" to read to their children from health care providers.

"This is the grand finale of a wonderful effort of getting these books out and getting parents involved," said Strickland. Monday's book reading is expected to last about half an hour.

nea news

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FOR IMMEDIATE RELEASE

February 18, 1998

**'Read Across America' Catching Fire,
Participation Now Projected in Millions**

WASHINGTON, D.C. -- The national "Read Across America" celebration organized for March 2, Dr. Seuss' birthday, is capturing the imagination and the heart of the nation. On that date, literally millions of persons, led by Seuss' storybook hero *The Cat in the Hat*, will fire up the country's commitment to literacy and reading by the simple act of picking up a book and sharing its words with a child.

Baltimore Orioles third-baseman Cal Ripken Jr. is the event's national chairman, and the National Education Association, with 2.3 million members, its chief sponsor. NEA members alone are organizing reading activities and companion events that organizers estimate will reach more than two million children.

In several states, NEA members are contributing books to youngsters in homeless shelters. The North Carolina Association of Educators is donating 10,000 new books to needy children. In a preliminary activity Feb. 27, Virginia Education Association leaders are escorting 100 Norfolk elementary students aboard the **(USS AUSTIN)** at the world's

-more-

**'Read Across America' Catching Fire,
Participation Now Projected in Millions**

2.

largest naval station. Students and sailors will read together there. The vessel is being rechristened the U.S.S. Readership for the day.

Volunteers are coming from everywhere:

- ♦ Lorna Hellbronner, a 68-year-old retired teacher in Eugene, Ore., has organized 40 of her retirement community friends to sip hot chocolate and read with Head Start students in front of a fire in her community's clubhouse. Every child will receive a stovepipe hat and a book to take home.
- ♦ In Haverhill, Mass., 39 city business leaders will read in first-grade classrooms, and city chefs will prepare green eggs and ham for students.
- ♦ Mount Vernon Elementary School in Alexandria, Va., will welcome 700 volunteers to read with each of the school's 700 students.

The celebration of reading was designated as an NEA priority by its president, Bob Chase, last fall as a project to stimulate greater interest in reading among children and to gain more public support for improving education. Under the banner of "new unionism," NEA has assumed a strong leadership role in such reform issues as upgrading the quality of instruction in classrooms and modernizing public schools and equipping them with 21st century technology.

"Education drives the nation," Chase explains. "Without public support, the job's not going to get done. 'Read Across America' gives everyone a chance to become a partner in the country's progress."

At NEA's invitation, hundreds of other educational, literacy, media, parental and civic groups are promising to place children in the company of a book on the special date of March 2. Among national organizations that have joined in the mobilization are the American Library Association, American Association of School Administrators, Girl Scouts of America, National PTA, National Association of Elementary School Principals, National Center for Family

**'Read Across America' Catching Fire,
Participation Now Projected in Millions**

3.

Literacy, International Reading Association, Random House, Scholastic Inc., and the Screen Actors Guild Foundation.

The Newspaper Association of America Foundation has alerted newspapers across the country, encouraging them to participate.

While studies regularly find that young people who read for enjoyment outside of school do better in school, a 1996 trend report by the National Assessment of Educational Progress found that the number of older children who read outside of the classroom is gradually decreasing.

To help stimulate interest in reading, professional football, baseball, basketball, and hockey teams have joined the campaign. Several are signing up their players to read to students in stadiums, schools and theaters. The gorilla mascot of the NBA's Phoenix Suns is touring his town to drum up interest.

Baseball's Cal Ripken, who has quietly championed literacy during much of his career, will read with students before a spring training game in Fort Lauderdale, Fla., on March 2.

Other celebrities lending support include James Earl Jones, Barbara Bosson, Kirk Douglas, Barbara Bain, LeVar Burton, and Miss America Kate Shindle. Shindle will read at the Moorestown, N.J., elementary school she attended as a child. Bosson, Bain, and Douglas will be part of an NEA/Screen Actors Guild Foundation celebration at the Wilvern Theater in Los Angeles that is hosting more than 2,000 students. Scholastic Inc. will give every child a book.

Actor LeVar Burton, host of the award-winning TV series Reading Rainbow, explains his involvement: "Inspiring and encouraging a love of reading is one of the most important things a parent or teacher can do for a child. I read to my daughter every day, as my mother did to me."

**'Read Across America' Catching Fire,
Participation Now Projected in Millions**

4.

Many members of Congress, a dozen governors, and five first ladies have already pledged to read to groups of youngsters that day.

The campaign's logo leader, the eight-foot-tall Cat, is presently touring 14 cities in the Northeast, joining with local celebrities in activities that stress the importance of reading for fun as well as enrichment. The tour began on Feb. 12 in Springfield, Mass., the late Dr. Seuss author Theodor Geisel's hometown, [REDACTED]

While the celebration is taking on a festive aura, its motive is earnest, stresses NEA President Chase. Quoting a U.S. Department of Education study, he observes, "The single most important activity for building knowledge required for eventual success is reading aloud to children."

MBNA America Bank, N.A., provided financial support to assist in organizing the "Read Across America" campaign.

The National Education Association is the nation's largest professional employee organization, representing more than 2.3 million elementary and secondary teachers, higher education faculty, education support personnel, school administrators, retired educators, and students preparing to become teachers.

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2/18/98

NEA Focus is a weekly online media newsletter with news and information about what National Education Association members are doing at national, state, and local levels to make things better for children, public schools, and America's future. For an e-mail subscription to NEA Focus, type "subscribe medalline" in the body of a message sent to Lyris@list.nea.org.

FIRST LADY HILLARY RODHAM CLINTON
PRESCRIPTION FOR READING EVENT
LEARNING IDEAS
DISTRICT HEIGHTS, MARYLAND
MARCH 2, 1998

- It's a pleasure to be here at Learning Ideas, and to join Representative Stenny Hoyer; Barbara Bonds Thomas (American Booksellers Association); Bob Chase (National Education Association) and all of you, to celebrate the joy -- and importance -- of reading to children. Thank you for coming.
- We're gathered here today to mark the culmination of the Prescription for Reading Partnership's *Read to Your Bunny* Campaign -- a unique effort to bring the book industry and the health care industry together to ensure good reading habits -- along with good health habits -- for our nation's children. Since last November, doctors have given "prescriptions" redeemable at participating bookstores for a copy of *Read to Your Bunny* to about 200,000 children. Over 1500 bookstores have participated. And today, we're announcing that at least 5,000 remaining books will be donated to local hospitals in this area, health centers across the country, and to Prescription for Reading partners Reach Out and Read and First Book.
- We are also here to join children and parents in communities nationwide who are participating in the National Education Association's "Read Across America" project, as a way to celebrate the birthday today of Dr. Seuss, one of the world's most beloved children's authors.
- The Prescription for Reading Partnership grew out of a simple idea: Nearly every new parent has contact with a pediatrician or a health care provider during those first critical years of a child's life. If that doctor or nurse were to prescribe reading -- and take it a step further by handing that new parent or caregiver a book -- parents are likely to follow the doctor's advice. And what a difference that simple prescription for reading will make in a child's life.
- We learned at last year's White House Conference on Early Childhood Development and Learning that science proves what we've always known instinctively -- that time spent sharing a favorite book with a child, even a newborn, not only strengthens the bond between a parent and child. It also helps a baby's brain to grow, and prepares him or her for a lifetime of reading and learning.
- I believe that few things will make a more dramatic difference over the next ten years in this country than to persuade young parents -- of all educational and economic levels -- to take seriously this mission of reading to and talking with their young babies. So a year ago, I challenged booksellers, publishers, libraries, hospitals, pediatricians, health centers and others to work together to make this simple idea a reality.

- The result was the formation of the Prescription for Reading Partnership -- a national coalition of health care organizations, booksellers, libraries, publishers and foundations, who have spearheaded wonderful programs like this *Read to Your Bunny* campaign.
- The success of the *Read to Your Bunny* campaign is due in large part to the strong commitment of the American Bookseller's Association; in partnership with the Association of Booksellers for Children; Scholastic Publishing and First Book; the Ingram Book Company, and local bookstores and educational centers like this across the country. Thank you all for your valuable contributions. Special thanks also to Rosemary Wells, author of *Read to Your Bunny* -- whom I will join in a moment to read her wonderful book.
- As America moves into the Information Age and the global economy, our children will be presented with boundless opportunities and unprecedented challenges. It's up to us to ensure that every one of them has the skills and confidence to seize those opportunities, and meet those challenges. All of these reading initiatives that we're talking about today are bringing us closer to fulfilling the President's America Reads challenge for the nation: to make sure that every child -- of every background and income -- can read independently by the end of third grade.
- I'm very excited to announce that in a moment, we will be joined by some very special guests -- 15 children from the John Howard Elementary School Head Start Program. Accompanying them will be a very special friend to all children -- the Cat in the Hat. The Cat is wonderful reminder of how many children over the years have fallen in love with reading and books because of zany Dr. Seuss characters like him.
- Dr. Seuss once said: "A person's a person, no matter how small." Today, let's renew our commitment to ensure that every child in America -- no matter how young or how small -- gets the love and attention and stimulation they need to grow and flourish. And one of the best ways to give them those building blocks for the future is to do what Rosemary Wells and I are going to do right now: read to our children.

March 2, 1998

MEMORANDUM FOR THE FIRST LADY

FROM: CRAIG T. SMITH AND CHRIS LAVERY

RE: MARYLAND POLITICAL BRIEFING

PRESIDENTIAL ELECTION RESULTS

1992			1996		
Clinton/Gore	988,571	50%	Clinton/Gore	966,207	54%
Bush/Quayle	707,094	36%	Dole/Kemp	681,530	38%
Perot/Stockdale	281,414	14%	Perot/Choate	115,812	7%

MOST RECENT PRINCIPAL TRAVEL

The President was in Baltimore for a clean water event and a DNC fundraiser on February 20.

The President visited Montgomery Blair High School in Silver Springs with British Prime Minister Tony Blair on February 5.

YOU were in Baltimore on January 21 to receive an honorary degree and attend a question and answer session at Goucher College.

The Vice President attended a fundraiser for Governor Glendening on January 7 in Washington, D.C.

POLITICAL DATA

Governor:	Parris Glendening (D) 50.1% in 1994
U.S Senate:	Sen. Paul Sarbanes (D) 59% in 1994 Sen. Barbara Mikulski (D) 71% in 1992
U.S. House:	4D/4R
State Senate:	32D/15R
General Assembly:	100D/41R
Electoral Votes:	10

MARYLAND AT A GLANCE...

- 1995 estimated population was 5,072,000.
- 70.8% of Maryland residents are White, 25.7% are African American, and 3.4% are Asian American.
- 11.3% of Maryland residents are age 65 or older.
- The median household income is \$39,198.
- 26.5% of Maryland residents have a college degree. 78.4% have a high school diploma.
- In Maryland, 46.2% of the Voting Age Population (VAP) voted in the 1996 elections, compared with 53% of the VAP in 1992.

- Maryland's unemployment rate is currently 4.4%.

1996 STATE ELECTION RESULTS

Clinton/Gore '96 captured 54.3% of Maryland's popular vote, the second largest percentage for a Democratic presidential candidate in 56 years, while increasing the margin of victory in the state by 2% from 1992. Clinton/Gore '96 did especially well in the City of Baltimore as well as Baltimore, Prince George's, Dorchester, Howard, Kent, Montgomery, and Somerset counties. The large margins of victory in the Baltimore-Washington I-95 corridor off set the losses in the less populous Western Maryland and Eastern Shore counties. The Democrats failed to pick up any congressional seats in the 1996 election, but successfully held their four seats.

CONGRESSIONAL DELEGATION

Sen. Paul Sarbanes (D)	Sen. Barbara Mikulski (D)
Rep. Wayne Gilchrest (R-01)	Rep. Bob Ehrlich (R-02)
Rep. Ben Cardin (D-03)	Rep. Albert Wynn (D-04)
Rep. Steny Hoyer (D-05)	Rep. Roscoe Bartlett (R-06)
Rep. Elijah Cummings (D-07)	Rep. Connie Morella (R-08)

CONSTITUTIONAL OFFICERS AND LEGISLATIVE LEADERSHIP

Governor:	Parris Glendening (D)
Lt. Governor:	Kathleen Kennedy Townsend (D)
Secretary of State:	John Willis (D)
Attorney General:	Joseph Curran, Jr. (D)
State Comptroller:	Lewis L. Goldstein (D)
State Treasurer:	Richard Dixon (D)
Senate President:	Thomas V. Mike Miller, Jr. (D)
Senate President Pro-Tem:	Clarence Blount (D)
Senate Minority Leader:	Vernon Boozer (R)
House Speaker:	Casper R. Taylor, Jr. (D)
House Majority Leader:	John A. Hurson (D)
House Minority Leader:	Robert Kittlenan (R)

1998 GOVERNOR'S RACE

Despite his incumbent status, Maryland Governor Parris Glendening (D) is seen by many as extremely vulnerable in his '98 reelection bid. After his narrow 6,000 vote victory in 1994, Glendening has been plagued by problems--including an investigation into the election itself--which dropped his approval rating below 30% in the summer of 1996. Since October 1996, Glendening has improved his public standing by fighting a heated battle against the gambling interests, pushing for an income tax cut, and working to improve education. Despite these sweeping legislative successes, many speculate that Glendening may not receive credit for his recent achievements.

Glendening is also gearing up for the 1998 race by launching a fundraising operation which has already netted \$2.1 million, four times the funds raised by the GOP freshman Ellen Sauerbrey.

Despite his efforts, Glendening's damaged reputation has already prompted a primary challenge from Harford County Executive Eileen Rehrmann (D). Rehrmann announced her candidacy in unusually low-key fashion by releasing the text of a letter she mailed to 4,000 supporters throughout the state. Rehrmann may have difficulty raising the funds needed to topple Glendening. On September 6, Rehrmann's campaign received a boost when Larry Gibson endorsed her. Gibson is a leading political operative for Mayor Kurt Schmoke and Prince George's County Executive Wayne Curry.

Former Washington Redskin Ray Schoenke (D) announced on January 20 his candidacy in the Democratic gubernatorial primary. Schoenke has taken the first steps into the fray by firing off media releases blasting Glendening for his political ties to state Senator Larry Young (D), who was expelled from the state Senate on January 16. Like other contenders in the 1998 race, Schoenke is hoping to capitalize on past negative publicity surrounding Glendening. Schoenke, a Democrat, says that he supported Glendening during the 1994 campaign but has been disappointed by his performance in his first term. He uses the new football stadium being built in downtown Baltimore as an example of Glendening's history of bad deal making and poor leadership. Schmoke is a former Washington Red Skin player and the chief executive officer and founder of Schoenke & Associates, a multi-million dollar firm that works with publicly traded corporations to finance benefits for their employees. Schoenke has committed to contribute \$2 million of his own money to fund his campaign.

After forming an exploratory committee and openly considering challenging Glendening, Rep. Ben Cardin announced on September 3, that he was planning to run for reelection to Congress. Most pundits believe that Cardin would have been Glendening's most formidable foe in the Democratic primary. Another possible Democratic primary challenger, Speaker of the House of Delegates Casper Taylor (D) announced in September 1997 that he would not challenge Glendening but may reconsider if Glendening emerges heavily damaged from the '98 legislative session.

In a December 1, internal Glendening primary poll, Governor Parris Glendening leads Eileen Rehrmann by 47 points and Schoenke by 57 points.

Primary Vote

Glendening	60%
Rehrmann	13%
Schoenke	3%
Undecided	24%

Rehrmann and Schoenke pose no real challenge to Glendening's frontrunner status.

1994 Republican gubernatorial nominee Ellen Sauerbrey (R) formally announced her candidacy at an April 30th fundraiser attended by Steve Forbes. Other leading Republicans such as Dan Quayle, Jack Kemp and former Reagan aide Lyn Nofziger have also attended fundraisers for her. Sauerbrey will face a primary challenge from Howard County Executive Chuck Ecker (R). Sauerbrey could be haunted in the election by the outrageous cries of fraud she made following

the 1994 election. Sauerbrey's spiteful, bordering on obsessive, attacks against Glendening after the race dropped her approval ratings in 1996. Because the closed Republican primary is dominated by the party's far right, the conservative Sauerbrey will likely defeat the moderate Ecker, despite her damaged reputation. The Democratic nominee would most likely be a slight favorite against Sauerbrey because of her very conservative views and marred image. However, if Ecker is able to emerge victorious from the GOP primary, he will present a formidable challenge to the Democrats.

The same poll found in a general election matchup, Governor Parris Glendening leads Ellen Sauerbrey by a 13% margin.

General Election Vote

Glendening	53%
Sauerbrey	40%
Undecided	7%

Glendening's likely challenger, Ellen Sauerbrey is behind 13 points and represents the right wing of the GOP. This race is leaning in favor of Glendening.

1998 SENATE RACE

Senator Barbara Mikulski (D) is seeking reelection to a third term in 1998. She won election to a second term in 1992 with 71% of the vote and should easily win reelection in 1998. Her approval rating has been consistently in the mid 60's during the last three years. According to the December 31, 1996, FEC report, Mikulski had \$561,585 on hand and the Vice President attended a fundraiser for her on April 13th in Baltimore. Due to her popularity in Maryland, a Republican challenger has yet to surface. For 1998, Republicans have wisely chosen to focus their attention on unseating Governor Parris Glendening (D) rather than wasting their efforts against Mikulski.

1998 CONGRESSIONAL RACE

Eighth Congressional District

Civil Rights activist Ralph Neas (D) announced in November his bid to unseat Rep. Connie Morella (R-08) who is a DCCC targeted race. Neas raised \$150 thousand at an event in December, which is 75% of what Morella's '96 democratic challenger raised in 1996.

GLENDENING'S ELECTION YEAR AGENDA

On January 21, Governor Parris Glendening (D) gave the annual State of the State address in Annapolis. In the speech Glendening proposed using \$100 million dollars of the \$283 million dollar state budget surplus to help finance a five-year income tax reduction. The cut in personal income tax would be the first in three decades and will return \$1 billion to the people of Maryland over the next five years.

The large budget surplus will allow Glendening to propose boosting school construction spending by nearly 50 percent to a record \$222 million. These funds would allow the building and modernization of more classrooms and reduction of class size. For the current fiscal year

ending June 30, Maryland school districts received \$150.3 million for school construction. Another \$181 million will be provided next year for educational aides such as additional teachers, textbooks and to support science and arts programs. As for the rest of the state surplus \$20 million would go to help prepare state computers for the year 2000. An additional \$25 million is included elsewhere in the budget for the computer repair project, which is expected to cost \$90 million.

In addition Glendening proposed his \$16.6 billion budget, for the upcoming fiscal year, to the General Assembly today. In his 1998 budget proposal Glendening allotted \$29 million to expand health care to children whose parents don't qualify for Medicaid but can't afford private insurance and for every dollar the state spends the, the federal government spends two. Spending on the developmentally disabled would increase by \$18 million, the first year of a five year effort to erase waiting lists. Also, \$50 million over five years would be used to expand respite care, day care and residential housing services to the disabled, \$635 million to improve public colleges over the next four years, and \$62 million for poor and other "at risk" students.

MARYLAND HOT ISSUES:

Ethics

For the third time in 1998 the possibility of ethics violations is being investigated in the Maryland state legislature. Allegations are circulating that state House Speaker Casper R. Taylor Jr. (D), intervened with state officials to help a close friend win a unique state coal mining lease. Taylor met with top state officials in 1994 to promote a deal that gave James J. J. Oberhaus a lease to mine state-owned coal in Western Maryland. In promoting the arrangement, Taylor personally called the appraiser twice to stress his interest in the deal. The calls came after the appraiser concluded that the transaction was bad for the state. However, two Republican elected officials, Delegate George C. Edwards and Senator John J. Hafer are mentioned as being involved with the coal mining lease. Taylor's intervention in the coal deal could be troublesome for the speaker in this session of the General Assembly. The leadership is eager to move the spotlight of the session off ethics after the resignation of Delegate Gerald Curran (D) and expulsion of Senator Larry Young (D).

Delegate Gerald J. Curran (D), a Northeast Baltimore Democrat and member of one of Maryland's most prominent political families, submitted his resignation from the Maryland House of Delegates on February 26. Curran, 58, a Townson-based insurance broker, was due to appear on March 2, before the General Assembly's Joint Committee on Legislative Ethics to defend some of the insurance arrangements he has entered into in recent years. After receiving Curran's resignation letter, the ethics committee voted on February 26 to end its investigation. Curran's resignation ends a 32 year legislative career under an ethics probe into his business dealings with the University of Maryland System. He pushed for seven years to establish an insurance program for the University of Maryland's 30,000 employees. He sought help from his contacts in state government, including former Governor William Schaefter (D) and Comptroller Louis Goldstein (D). Curran's decision saves the House from having to consider disciplining the longtime legislator, as the Senate did in January with Senator Larry Young (D).

On January 16, African American West Baltimore state Senator Larry Young was the first

Maryland lawmaker in two centuries to be expelled by his colleagues. An investigation found Young was guilty of using his elected office for personal gain. On February 10, a five-member Democratic Central Committee in Young's district unanimously agreed that he should return to his seat. Attorney General Joseph Curran Jr. (D) issued a formal opinion on February 10 saying that under the Maryland Constitution, each House shall judge the qualifications and elections of its members and that Young has already been deemed unqualified to hold his seat by his colleagues. Acting upon the advice of Attorney General Curran, Governor Parris Glendening (D) refused to reappoint Young to his Senate seat. Under the urging of Glendening the Democratic Central Committee nominated a new candidate to fill the vacated seat. On February 16 the committee nominated John Jeffries to fill the post. Jeffries, 69, is a former two term member of the Maryland House of Delegates and currently serves as assistant secretary in the state's Department of Labor, Licensing and Regulation. The 44th District committee selected Jeffries to fill the west Baltimore Senate seat until the term expires in January 1999. This will be the second time that Jeffries has filled a seat left vacant by Young. In 1988, Jeffries succeeded him in the House of Delegates when Young moved over to take an open Senate seat. Jeffries says that he will finish the term out but will not seek election to a full four year term this fall-- leaving Young the opportunity to make another bid to reclaim the seat.

Congressional Democrats on Budget proposal

Governor Parris Glendening lauded the President's program, likening it to his own priorities, which he outlined in late January. State Senator Paul S. Sarbanes while generally supportive of the President's plans, criticized the proposed elimination of all subsidies for the operating budget of Amtrak.

Five Students Raped in Guatemala

Five St. Mary's College students in an educational tour in Guatemala were raped after their group's bus was ambushed by gunmen in a hilly region known for banditry, according to college and State Department spokesmen. Three staff members and 13 students from the Southern Maryland liberal arts college were returning to Guatemala City from an excursion on January 16 when two pickup trucks accosted their private bus. Police said the attack occurred near Santa Lucia Cotzumalguapa, a region, where guerrilla activities were once common and has a reputation for lawlessness and banditry. Four of the students who were raped were treated in a Guatemala City hospital, and all five rape victims returned to the United States on January 17.

Killer Bacteria Plagues Pocomoke River

An outbreak of a mysterious killer bacteria *Pfiesteria* has plagued the Pocomoke River, which flows from the Chesapeake Bay. The microorganism, which has also bloomed in North Carolina rivers, has killed thousands of fish and sickened dozens of people. The emergence of large concentrations of dead floating fish and the accompanying health concerns has prompted the state of Maryland to close a seven-mile stretch of the river.

Although many questions still surround this ecological problem, there has been recent speculation that *Pfiesteria* is linked to waste from Maryland's poultry industry. Maryland's poultry industry generates chicken manure equal to the sewage produced by a city of 1 million people. The Pocomoke's 430 square mile drainage plain is sparsely populated land, where

poultry outnumber people roughly 500 to 1. Chicken manure is used as fertilizer on much of this land, which gets washed into streams and ground water. Scientists, while cautioning that they don't yet have proof of the link, have proven that *Pfiesteria* blooms in waters with extremely high nutrient levels. In laboratory tests, *Pfiesteria*-laden water stimulated by nutrients from animal waste has spawned the growth of the microorganism.

At the root of the debate on *pfiesteria* is a fundamental cultural divide: Farmers are an independent lot, and they cherish their rights to use their property as they see fit. With equal fervor, environmentalists maintain that agriculture must be regulated like any other industry to stop pollution from fouling the Chesapeake Bay. Representatives from the state poultry industry visited the State House on February 16 to show support for a bill they hope will derail strict farming regulations proposed by Gov. Glendening as part of his initiative to clean up the Chesapeake Bay. When Glendening unveiled his bay clean-up initiative in January, he pleased environmentalists with his call for limits on fertilizers. But he also disappointed some by declining to include a provision that would force major poultry producers to pay for a substantial part of his program. A bill which is being sponsored by Del. Ronald A. Guns (D-Cecil), chairman of the House Environmental Matters Committee, is being offered as an alternative to Glendening's proposal aimed at limiting the amount of fertilizer farmers can apply to their fields. House Speaker Casper Taylor Jr. (D-Allegany) has criticized Glendening's initiative as unfairly punishing farmers. With Gun's bill on the way, Glendening finds himself staking out a middle ground between the environmental and farming interests.

Taxpayers pay for 2 Cooke Stadium Skyboxes

In December two Skyboxes at the Cooke Stadium were focused on by newspapers, those of Prince George's County Executive Wayne K. Curry and Governor Parris Glendening. The two leaders entertained business people, legislators, county and state officials and the Vice President. The Vice President saw three of the eight home games played at the stadium. The focus of the taxpayers is not who uses the boxes but rather who pays the bill. At one game the taxpayers paid for \$4000 worth of food and beverages in government box which was used by Curry. The same game Governor Glendening's box had a bill of \$700 which was paid by the taxpayers.

1997 LEGISLATIVE SESSION

As alluded to earlier, Governor Glendening enjoyed a particularly successful legislative session, with major victories in the areas of education, taxes, and gambling. However, the Governor did suffer a setback when his Hope Scholarship failed to win support.

Income Tax Cut

The legislature passed and the Governor signed a 10% cut in the state income tax. The legislation reduces the tax rate over the next five years from 5% to 4.75% and increases the personal exemption from \$1,200 to \$2,400. Although very popular with the public, some state legislators believe the State cannot afford it. The Governor plans to pay for this tax cut with surplus revenue and spending cuts. Gov. Glendening has received praise for being one of the only Democratic Governors to implement such a plan.

Gambling

The legislature was considering a bill to allow gambling in the state, but the legislation was blocked by the Governor. Most legislators were in favor of some form of gambling but were uncertain of the parameters. Governor Glendening is adamantly opposed to gambling and has made this a very public battle. Glendening's mantra on this issue has been, "No Slots. No Casinos. No Exceptions!" It should be noted that Glendening was able to prevail on the issue despite the fact that the gambling lobby spent \$1 million during the General Assembly's ninety-day session.

Baltimore Mayor Kurt Schmoke (D) sent a letter to Glendening on May 21st asking him to reconsider his anti-gambling stance. Schmoke, who opposes complete legalization of gambling, is pushing for expanded gaming at Pimlico Race Track to stem the tide of tourist dollars crossing into Delaware. Schmoke's position on gambling places Glendening in an extremely difficult position politically. Glendening has long been an ardent opponent of gambling and has organized much of his reelection effort around the issue. However, Glendening, who already faces an uphill fight, will have difficulty winning reelection without Schmoke's backing.

Smart Growth

The Governor introduced a package of four wide ranging environmental bills which sought to combat urban sprawl. The legislation, called Smart Growth, passed with the strong support of the environmental community. Specifically, this landmark legislation helps control suburban sprawl; works on directing resources to Smart Growth areas; will not unfairly penalize a potential developer for previous pollution on a site; and offers job creation tax credits to businesses which choose to locate or expand in designated growth areas. Previous Democratic governors have tried to pass similar legislation without success. It should be noted that YOU praised Maryland's Smart Growth program during Gov. Glendening's visit to the White House on May 29th.

Campaign Finance Reform

The Maryland legislature enacted significant campaign finance reform measures this session which will (1) computerize the campaign fundraising records of statewide officials by November 1997, and all state campaigns by 1999; (2) ban fundraising by members of the General Assembly and those seeking statewide office during the 90-day session; (3) require businesses granted contracts worth \$100,000 or more to disclose contributions before any contract awards are approved.

Higher Education

The passage of the Governor's Maryland Scholarship Loan Tuition Program will create a mechanism for parents to set aside money now to help pay for their child's college tuition. This program will make it possible for parents to afford the cost of a college education without amassing a mountain of debt.

Hope Scholarship Program

The Governor's other higher education initiative, his Hope Scholarship Program, was carried over to the next legislative session. The Governor was not able to get the votes for the bill while he was cutting taxes.

School Funding

The legislature passed an expanded education funding bill this session which settles a dispute over funding between the City of Baltimore and the state. Backed by city leaders and Governor Glendening, the legislation--which includes a five-year, \$254 million rescue plan for Baltimore's public schools--won narrow approval. Although the plan bails out the city's troubled school system, Schموke has been criticized for agreeing to turn power over to the state. The legislation also includes an additional \$167 million in educational funding for the large suburban counties. Under the bill, funds for the other large counties are distributed based upon a complicated formula which measures the number of low income children per county.

The heated debate which plagued the education funding bill prompted a movement to reexamine and possibly change the way Maryland pays for public education. House Speaker Casper R. Taylor Jr. (D-Allegany) has said his top priority for next year's session would be the development of a new funding program which would benefit low-income children in less urban counties. However, Senate President Mike Miller (D-Prince George's) opposes the idea because he believes the state is already sending too much money back to the counties. The proposal for an in-depth study on school funding is currently stalled in the Legislature with leaders of both parties questioning the need for the effort.

PRESIDENT CLINTON AND VICE PRESIDENT GORE'S ACCOMPLISHMENTS: *Maryland*

EXPANDING ECONOMIC OPPORTUNITY FOR ALL:

- **Unemployment Down to 4.8%:** The unemployment rate in Maryland has declined from 6.4% to 4.8% since 1993.
- **172,200 New Jobs:** 172,200 new jobs have been created in Maryland since 1993 -- an average of 35,024 per year, compared to an average *loss* of 11,775 jobs per year in the previous administration.
- **90,000 Have Received a Raise:** Approximately 35,000 Maryland workers benefited from an increase in the minimum wage -- from \$4.25 to \$4.75 -- on October 1, 1996. They, along with about 55,000 more received an additional raise -- from \$4.75 to \$5.15 -- on September 1, 1997.
- **A \$500 Child Tax Credit to Help Families Raising Children:** To help make it easier for families to raise their children, the balanced budget includes a \$500 per-child tax credit for children under 17. **Thanks to President Clinton, the Balanced Budget delivers a child tax credit to 535,000 families in Maryland.**
- **Highest Home Ownership Ever:** Home Ownership in Maryland has increased from 64.8 to 71.4 since 1992 and it is now at the highest on record.
- **Over 40,000 of Reduced Federal Debt for Every Family of Four:** The national debt will be more than \$2.5 trillion lower in 2002 than was projected before passage of President Clinton's economic plan. That's over \$40,000 of reduced federal debt for each family of four in Maryland.

EXPANDING ACCESS TO EDUCATION:

- **\$51.5 Million in Head Start Funding:** In FY97, Maryland received \$47.2 million in Head Start funding. This year Maryland will receive \$51.5 million, an increase of \$4.3 million over 1997.
- **\$7.1 Million in Goals 2000 Funding:** This year [FY98], Maryland receives \$7.1 million in Goals 2000 funding. This money is used to raise academic achievement by raising academic standards, increasing parental and community involvement in education, expanding the use of computers and technology in classrooms, and supporting high-quality teacher professional development.
- **\$5.5 Million for Technology Literacy:** This year [FY98], Maryland receives \$5.5 million for the Technology Literacy Challenge Fund which helps communities and the private sector ensure that every student is equipped with the computer literacy skills needed for the 21st century.
- **\$98.3 Million for Students Most in Need:** Maryland receives \$98.3 million in Title I Grants (to Local Education Agencies) providing extra help in the basics for students most in need, particularly communities and schools with high concentrations of children in low-income families [FY98].
- **\$96.7 Million in Pell Grants:** Maryland received \$77.9 million last year in Pell Grant funding, which helps Maryland's low-income students go to college [FY97]. This year, Maryland will receive \$96.7 million, an additional \$18.8 million [FY98], benefitting 3,200 more students than the previous year.
- **2170 Have Served in Maryland through AmeriCorps:** This year, approximately 50 AmeriCorps participants are serving their communities while earning money for college by working in Maryland's schools, hospitals, neighborhoods or parks. Since the National Service program began in 1994, 2170 members have served Maryland in 125 different programs.
- **Tuition Tax Credits to Open the Doors of College and Promote Lifelong Learning:** The balanced budget includes both President Clinton's \$1,500 HOPE Scholarship to help make the first two years of college as universal as a high school diploma and a Lifetime Learning Tax Credit for college juniors, seniors, graduate students and working Americans pursuing lifelong learning to upgrade their skills. This 20% tax credit will be applied to the first \$5,000 of tuition and fees through 2002 and to the first \$10,000 thereafter. **112,000 students in Maryland will receive a HOPE Scholarship tax credit of up to \$1,500. 138,000 students in Maryland will receive the Lifetime Learning Tax Credit.**

FIGHTING CRIME AND VIOLENCE:

- **1,449 More Police:** The President's 1994 Crime Bill has funded 1,449 new police officers to date in communities across Maryland [through 1/98].

- **Crime Falls in Baltimore:** Since 1992, serious crime has fallen 5% in Baltimore [1996 data]
- **\$2.5 Million to Combat Domestic Violence:** Through the Violence Against Women Act, Maryland will be able to use \$2.5 million in federal funds this year [FY97] to establish more women's shelters and bolster law enforcement, prosecution, and victims' services. Maryland received more than \$2.2 million under VAWA in FY96.
- **\$856,655 in Grants for Battered Women and Children:** In 1998, Maryland will receive an estimated 856,655 in HHS's Family Violence Prevention Program grants to assist women and children fleeing domestic abuse.
- **\$7.8 Million to Keep Drugs & Violence Out of Maryland's Schools:** Maryland received \$7.8 million in FY97 for the Safe & Drug Free Schools Program, which invests in school security and drug prevention programs.

MOVING MARYLAND RESIDENTS FROM WELFARE TO WORK:

- **72,310 Fewer People on Welfare:** There are 72,310 fewer people on welfare in Maryland now than there were at the beginning of 1993 -- a 33% decrease [through 8/97].
- **Child Support Collections Up 49%:** Child support collections have increased by over \$95 million -- or 49% -- in Maryland since FY92 [through FY96].
- **Maryland Receives \$15 Million in Welfare-to-Work Grants:** In FY98, Maryland will receive \$15 million in welfare-to-work state formula grants, helping Maryland prepare welfare recipients for work and to place them in jobs. Part of the President's comprehensive efforts to move recipients from welfare to work, this funding is included in the \$3 billion Welfare-to-Work Jobs Challenge Fund signed into law in the 1997 balanced budget.

INVESTING IN MARYLAND'S HEALTH:

- **Health Care for Uninsured Children:** The balanced budget includes the largest single investment in health care for children since the passage of Medicaid in 1965 -- an unprecedented \$24 billion over five years to cover as many as five million children throughout the nation. This investment guarantees the full range of benefits -- from checkups to surgery -- that children need to grow up strong and healthy. It ensures that prescription drugs, vision, hearing, and mental health coverage now offered at the state level are extended to millions of uninsured children. To expand health coverage to more uninsured children in Maryland the Balanced Budget provides \$62 million in 1998. This compares to the 1995 Republican plan vetoed by President Clinton that would have denied health coverage to 49,700 children in Maryland.
- **Helping Maryland Women and Children with WIC:** The Clinton Administration is committed to full funding in the Special Supplemental Nutrition Program for Women, Infants and Children (WIC). Last year in Maryland, 8,669 more women and children in need received health and food assistance than in 1994.
- **More Toddlers Are Being Immunized:** As a result of the President's 1993 Childhood Immunization Initiative, childhood immunization rates have reached an historic high. According to the CDC, 90% or more of America's toddlers in 1996 received the most critical doses of each of the routinely recommended vaccines -- surpassing the President's 1993 goal. In Maryland in 1996, 98% of two-year olds received the vaccines for diphtheria, tetanus, pertussis; 94% received the vaccine for polio; 95% received the vaccine for measles, and 95% received the vaccine for *Haemophilus influenzae* B, the bacteria causing a form of meningitis.

PROTECTING THE ENVIRONMENT:

- **Superfund Clean-up in Harmons:** In September 1993, the EPA completed toxic waste site clean-up in Harmons, Maryland.
- **2 Brownfields Pilots in Maryland:** The EPA has awarded a regional Brownfields Demonstration Pilot in Baltimore County and a national pilot in Baltimore. These projects are intended to jump-start local clean-up efforts by providing funds over a two year period to return unproductive, abandoned, contaminated urban properties to productive use.

SPEARHEADING URBAN RENEWAL EFFORTS:

- **\$100 Million to Baltimore, Maryland:** Baltimore was designated as an Empowerment Zone and was awarded \$100 million to create more jobs, housing, and economic opportunity for Baltimore residents.
- **Expanding the Low-Income Housing Tax Credit Will Help Develop 2,900 To 3,400 New Affordable Housing Units in Maryland Over the Next 5 years.** In January, the Vice-President announced the Clinton-Gore

Administration's proposed 40-percent expansion of the Low-Income Housing Tax Credit. If enacted, it will mean an additional 2,900 - 3,400 quality rental housing units for low-income American families in Maryland during the next five years.

BOOKSTART SUMMARY AND UPDATE

Bookstart was initiated in 1992 by Book Trust, working in co-operation with Birmingham Library Services, the South Birmingham Health Authority and Birmingham University School of Education.

BACKGROUND

Bookstart set out to explore the significance of the role of parents and carers in sharing books with very young children. While new parents receive information and advice regarding their role in their child's health and general welfare, reading with and talking to babies is often ignored. Parents need to be equipped with the appropriate information, advice and confidence to launch their child's reading development from the earliest possible age.

PILOTING BOOKSTART

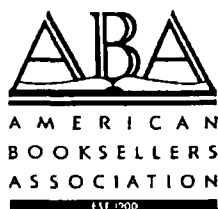
The initial Bookstart pilot scheme concentrated on 300 parents/carers of nine month old babies. They were given a gift book together with advice and information about books and reading by their health worker and have been monitored (alongside a control group) over the past five years. Early results from Professor Barrie Wade and his team at the University of Birmingham indicated a substantial increase in awareness of books, sharing of books, enrollment of babies in libraries, use of book clubs and family use of books.

THE FIVE YEAR RESEARCH FINDINGS

The University of Birmingham continued to monitor the original Bookstart babies as they arrived at primary school and took part in the Baseline Assessment. Indications are that the full five-year research will produce extremely exciting results: these will be outlined at the forthcoming Bookstart conference. To summarize, the Bookstart children performed noticeably better than their carefully matched peers in all 9 categories of the Baseline Assessment. They were frequently ahead on assessments for *Speaking and Listening* and *Reading and Writing* and performed better on assessments of *Using and Applying Mathematics, Number and Shape* and *Space and Measures*. Children who had had the advantage of Bookstart were clearly ahead in both literacy and numeracy.

For further information on Bookstart, please contact Alexandra Strick or Ann Newton at Book Trust, Book House, 45 East Hill, London SW18 2QZ. For information on the research, contact Professor Barrie Wade on 0121 414 4844 or Dr Maggie Moore on 0120 476 1181.

For Bookstart Conference details, call our dedicated conference hotline on 01962 885911



FOR IMMEDIATE RELEASE

Contact: Jill Perlstein, ABA
(914) 591-2665, ext. 283

***READ TO YOUR BUNNY* BY ROSEMARY WELLS
INSPIRES NATIONAL READING PROGRAM AT LOCAL BOOKSTORES**

SPONSORED BY THE AMERICAN BOOKSELLERS ASSOCIATION
IN PARTNERSHIP WITH SCHOLASTIC, THE ASSOCIATION OF BOOKSELLERS
FOR CHILDREN, AND THE INGRAM BOOK COMPANY

(Tarrytown, NY, November 1997) More than two hundred thousand free copies of a new book, *Read to Your Bunny*, have been distributed to participating bookstores across the nation through a cooperative initiative entitled Prescription for Reading. The Prescription for Reading Partnership, an integral component of the America Reads Challenge, was launched in April 1997 by First Lady Hillary Rodham Clinton on the eve of the White House Conference on Early Childhood and Brain Development. Prescription for Reading is based on the successful work of a Boston-based organization, Reach Out and Read, which corroborates that reading to very young children enhances the child's overall intellectual, emotional, and physical development.

The American Booksellers Association (ABA), in partnership with the Association of Booksellers for Children (ABC), Scholastic Inc., the Ingram Book Company, and local bookstores across the country, has designed this program to encourage parents and guardians of very young children to make reading part of a daily routine. By working with local health-care providers to *prescribe* reading during "well-baby" checkups, we can work toward meeting the goal of the America Reads Challenge and ensure that all children learn to read well and independently by the time they enter third grade.

Read to Your Bunny, a new Scholastic picture book by acclaimed author and illustrator Rosemary Wells, is a colorful, vibrant story that delivers a simple message: Reading to a child is an important part of daily activities. The book will be published by Scholastic in March 1998 (U.S. price \$7.95). Local bookstores are distributing "prescription coupons" for free paperback copies of *Read to Your Bunny* to pediatricians, well-baby clinics, and other health-care facilities, where the coupons will be given to individual parents and guardians to be redeemed at the sponsoring bookstore. Parents and guardians will also be provided with special reading lists for babies, toddlers, and pre-schoolers. The promotion will run from November 1997 through March 1, 1998.

"Your program ... is a very important step in implementing the Prescription for Reading Partnership," wrote First Lady Hillary Rodham Clinton in a letter to the ABA. "We all realize that modest investments in the sound development of our children, especially our youngest children, will lay the groundwork for an American future with increased prosperity, better health, with fewer social ills, and ever greater opportunities for our citizens to lead fulfilling lives."

As Rosemary Wells so poignantly states, "Reading to your little one is just like putting gold coins in the bank. It will pay you back tenfold. Your daughter will learn, and imagine, and be strong in herself. Your son will thrive, and give your love back forever."

Rosemary Wells recently presented *Read To Your Bunny* at a White House conference on brain development. She has been writing and illustrating children's books for twenty years. Her early success came with *Noisy Nora*, now a classic, and has continued with her best-selling *Max and Ruby* books, with several million copies in print. Her most recent bestseller is *Bunny Cakes*. She lives in Scarborough-on-Hudson, New York.

###



"Reading to children aloud everyday is as important as brushing their teeth and fastening their seat belts."—Rosemary Wells

FOR IMMEDIATE RELEASE

Contact: Kris Moran
(212) 343-7710

*Twenty old favorite minutes
Twenty minutes brand new
Read to your bunny often
And your bunny will read to you*



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2067 Massachusetts Avenue
Cambridge, Massachusetts 02140

**Best-selling Author And Illustrator, Rosemary Wells
Gives A Rallying Cry For Reading**

READ TO YOUR BUNNY

OLD MACDONALD: BUNNY READS BACK

Written and Illustrated by Rosemary Wells

Since the launch of the national "Twenty Minutes a Day" literacy campaign in 1994, acclaimed author and illustrator Rosemary Wells has been the initiative's most eloquent speaker. Now, with **Read To Your Bunny** (Scholastic Press; March 1998; \$7.95; All Ages), she has created a gem that is an invitation to the world of reading.



DIAL BOOKS
for Young Readers
375 Hudson Street
New York, New York 10014

An intimate poem that children will want to hear again and again, **Read To Your Bunny** conveys a very simple yet vital message – read to your child often, and your child will soon read to you. Recent studies show that reading aloud to children is critically linked to their success in learning to read. **Read To Your Bunny** wonderfully illustrates the most important way you can nurture your child's literacy skills. Scholastic will donate a portion of the proceeds from **Read To Your Bunny** to *Reach Out and Read*, a program which encourages parents to read to their children from birth through prenatal centers and pediatricians.



114 Fifth Avenue
New York, New York 10011

With this goal in mind, Rosemary Wells also offers the delightful **Bunny Reads Back** books starting with the adorable debut title, **Old MacDonald** (Scholastic Press; March 1998; \$4.95; All Ages). Featuring familiar children's songs in board book format, the **Bunny Reads Back** books will get your preschoolers turning pages, looking at pictures, memorizing words, and most importantly, reading back to you in no time. Together with the colorful illustrations of Wells' trademark bunnies, these heartwarming books are a true celebration of reading!



555 Broadway
New York, New York 10012

(more)

The American Booksellers Association, founded in 1900, is a not-for-profit trade organization headquartered in Tarrytown, New York, and on the Internet at <http://www.bookweb.org/>. Its mission includes protecting the well-being of retail bookstores and promoting the availability of books. The ABA supports its members through education, research, and the dissemination of information.

For more than 75 years, Scholastic Inc., has been committed to creating quality educational materials for students, teachers, and families. The company is one of the leading publishers and distributors of children's books, magazines, and core curriculum materials. Scholastic also publishes educational software products and produces children- and family-oriented videos and television programs. The company's international operations include Canada, Australia, New Zealand, the United Kingdom, and Mexico.

The Association of Booksellers for Children is a national membership association that offers a support network for professional children's booksellers who share the goal of encouraging quality and service within the children's book industry.

The Ingram Book Company is America's largest wholesale distributor of books, audiobooks, periodicals, and multimedia to booksellers, librarians, and specialty retailers.

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"Reading to children aloud everyday is as important as brushing their teeth and fastening their seat belts."—Rosemary Wells

Rosemary Wells Bio

Born in New York City, Rosemary Wells grew up in a house "filled with books, dogs, and nineteenth-century music." Her childhood years were spent between her parents' home near Red Bank, New Jersey, and her grandmother's rambling stucco house on the Jersey Shore.

After finishing high school, Wells attended the Museum School in Boston. A self-proclaimed "poor student," Wells found this time in her life "a bastion of abstract expressionism...an art form that brought to my mind things I don't like to eat, fabrics that itch against the skin, divorce, paper cuts, and metallic noises." Without her degree, Wells left school at 19, married, and began her publishing career as a book designer with a Boston textbook publisher. When her husband, Tom, became an architecture student at Columbia, the couple moved to New York City, and Wells joined the staff of Macmillan as a designer in their children's book division.

It was at Macmillan that Rosemary Wells began her promising writing and illustrating career when Wells presented a small illustrated dummy of a Gilbert and Sullivan song to her editor-in-chief. Those illustrations became her first published book, *Sing A Song, O!*, and Rosemary Wells was on her way to extraordinary success.

Her children and home life have long been an inspiration for many of her books. Her daughters Victoria and Beezoo were constant inspirations, especially for the now famous "Max" board book series. Her West Highland white terrier, Angus, had the shape and expressions to become Benjamin and Tulip, Timothy, and all the other animals of her stories.

But not all of Wells' ideas come from within the family circle. She admits, "I put into my books all of the things I remember. I am an accomplished eavesdropper in restaurants, trains, and gatherings of any kind. These remembrances are jumbled up and changed because fiction is always more palatable than truth. Memories become more true as they are honed and whittled into characters and stories."

Rosemary Wells calls her prolific writing and illustrating career, which has spanned nearly three decades, a "pure delight." She adds, "I have been blessed with a small key to the world of the young." With over 50 well-loved, award-winning picture books to her credit and an endless list of awards and accolades, Wells has also written many highly acclaimed novels for teenagers including *Leave Well Enough Alone*, *When No One Was Looking*, and *Through a Hidden Door*.



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DIAL BOOKS

for Young Readers

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New York, New York 10011



555 Broadway

New York, New York 10012

(more)

Most recently, Rosemary Wells has been a leading voice in the children's literacy campaign. Since the launch of the national "Twenty Minutes a Day" literacy campaign in 1994, she has been the initiative's most eloquent speaker calling attention to the lifelong benefits in spending twenty minutes each day reading to your child. Her latest picture book, **Read To Your Bunny**, is an intimate poem that invites parents and children to read together and share in twenty minutes of joy and love. Moreover, Wells' **Read To Your Bunny** serves as the foundation for the national **Read To Your Bunny** campaign which seeks to further spread the message of children's literacy.



"Reading to children aloud everyday is as important as brushing their teeth and fastening their seat belts."—Rosemary Wells



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DIAL BOOKS
for Young Readers
375 Hudson Street
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114 Fifth Avenue
New York, New York 10011



555 Broadway
New York, New York 10012

Dear Friends:

All of us love our children more than anything in the world. In their first years we feed them so they grow. We bring them to the doctor so they are healthy. We strap them in car seats so they are safe.

But the most important thing in the first years of life is the growth of the mind and spirit. This is when a child learns to love and trust, to speak and listen.

After a child turns two years old, these things are very difficult to learn or teach ever again. Trusting, singing, laughing, and language are the most important things in a young child's life.

And so they must come first for mothers and fathers, too. Because we can never have those years over again.

Every day, make a quiet, restful place for twenty minutes. Put your child in your lap and read a book aloud. In the pages of the book you will find a tiny vacation of privacy and intense love. It costs nothing but twenty minutes and a library card.

Reading to your little one is just like putting gold coins in the bank. It will pay you back tenfold. Your daughter will learn, and imagine, and be strong in herself. Your son will thrive, and give your love back forever.

Rosemary Wells



"Reading to children aloud everyday is as important as brushing their teeth and fastening their seat belts."—Rosemary Wells

Why Read To Your Bunny?

Because it's the most important gift you can give to your child. The twenty minutes a day you spend reading with your child is much more than twenty minutes of fun, it's quality time that adds up to a lifetime of success.

The latest research in neuroscience proves that reading aloud actually stimulates a baby's brain growth and strengthens the connections in the brain that are the basis for language and learning. In fact, the American Academy of Pediatrics supports the national *Prescription for Reading* campaign with the recommendation that all pediatricians "prescribe" reading as a standard part of pediatric care.

Listed below are just a few of the benefits of reading to your child...

- ◆ When a child is read to, brain cells are "turned on" and the connections between cells are strengthened and exercised
- ◆ The development of early literacy skills through early experiences with books and stories is directly linked to a child's success in learning to read
- ◆ Reading aloud to a child provides a role model and encourages children to actively imitate the behavior and "read back"
- ◆ When parents share books with young children, they cause children to associate books, reading, and language with a loving and nurturing environment
- ◆ Reading stimulates a child to form their own pictures in their mind, nurturing the imagination
- ◆ Reading aloud provides a shared experience between parent and child leading to better bonding and caregiving
- ◆ Reading invites an active response to repeat and practice language



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Quotes from the experts

"Infants can see and hear at birth, and seem genetically programmed to prefer to look at faces and listen to human voices....Infants perceive the world through all of their senses, and transfer information from one sense to another....Children learn predominantly by association. If books are part of loving parent-child interactions from an early age, children will associate the presence of books with all of the positive feelings of being held and loved. Undoubtedly, these associations are encoded in a profound way in the child's developing brain. Picture books provide an ideal context for parent-child interactions that are loving and stimulating. When parents look at picture books with young children, they provide stimuli in multiple sensory modes - visual, auditory, tactile, kinesthetic (the sense of movement). Parents use more complex language when looking at books, and also language that is more attuned to the child's cues. Books also invite active participation. Active learning involves more brain areas; things learned actively are more likely to persist in memory and to facilitate other knowledge acquisition." - *Dr. Robert Needleman, Division of Behavioral Pediatrics and Psychology, Rainbow Babies' and Children's Hospital, Cleveland, Ohio*



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"Pediatricians are trained to think in terms of prevention. Growing up without books is growing up deprived and with a deprivation that puts one at risk for failure. Just like many of the other risks and deprivations that children face in poverty, growing up without books is a sad loss in itself, but also a risk factor for larger, sadder losses. Double jeopardy. If we want our children to grow up reading, we have to do everything possible, and we have to do it as early as possible....Children either start school liking books and understanding what they are, or they start school way behind, set up for failure." - *Dr. Perri Klass, Boston Medical Center, Co-Founder of "Reach Out and Read"*

"It is important to start your kids reading at a young age. It helps develop their minds, brains, language skills. It is the most critical thing parents can do for their kids." - *Alvin F. Poussaint, M.D., Clinical Professor of Psychiatry, Harvard Medical School and Judge Baker Children's Center, Boston, MA.*

"My goal is that by the year 2000 giving information about reading to children will be as routine in pediatric practice as giving immunizations. Both are critically important to promoting children's health and well-being." - *Dr. Barry Zuckerman, Boston Medical Center, Co-Founder of "Reach Out and Read"*

(more)



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“A shared moment with a good book is a memory that both parents and children can treasure forever. Reading together opens the door to a rainbow of possibilities.” - Sharon M. Draper, Author, 1997 National Teacher of the Year

“If you want to raise readers, you must provide them with books as soon as humanly possible. This is a parental obligation on par with vaccinations.” - Deirdre Donahue, Children's Book Reviewer, USA Today



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**The Twenty Minutes A Day Are There—
Look For Them!**

During our busy days, we sometimes overlook the many different ways in which to find the time to read to our children. Here are just a few ideas of where those twenty minutes might be...

- ◆ Take advantage of those long family car trips and pass the time by reading to your child
- ◆ Don't just stand in those long, slow lines at the supermarket, pull your child close to you and find some peace in all that supermarket chaos by sharing a book – right then and there
- ◆ Use the time you're waiting in the doctor's or dentist's office before your appointment
- ◆ Share a snack and enjoy it together with your favorite book
- ◆ Anytime for cuddling can also be a read aloud time – just after a nap or a bath
- ◆ There's always that old stand-by (and stand-by for good reasons!): Bedtime



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