02/25/1998 15:47

=== COVER PAGE ===

TO: _____

FAX: 912024562878

FROM: SCHOLASTIC INC

FAX: 2123437734

TEL: 2123437627

COMMENT:

MEMORANDUM

February 25, 1998

TO: Nicole Rabner
Jennifer Klein

FR: Alan Cohen
Scholastic (ph: 212-343-7706)

RE: Monday , March 2 Event
READ TO YOUR BUNNY

VIA FAX (202) 456-2878

As per your request, the following Scholastic guests will be attending the March 2nd READ TO YOUR BUNNY event with Mrs. Clinton:

Kris Moran, Scholastic
Adam Hirschfelder, Scholastic
Steve Cohen, Scholastic
Rosemary Wells, author
Robert Giroux, photographer

Please call if you have any questions.

AMERICAN BOOKSELLERS ASSOCIATION
EST. 1900

11/21

Melanne

I am pleased to enclose a copy of our Prescription for Reading materials — I hope you'll pass it on to the First Lady so she can see what her efforts led to ....

We remain hopeful we will be able to work out some opportunity for the First Lady's participation as the books get distributed.

Best.

Jane

828 SOUTH BROADWAY • TARRYTOWN, NY 10591
914-591-BOOK (2665) • 800-637-0037 • FAX 914-591-2720 • INTERNET:WWW.BOOKWEB.ORG

Come up w/ one proposal
- Chicago
- Read to Your Bunny

Carol_Rasco @ ed.gov
10/17/97 04:48:00 PM

Record Type: Record

To: Jennifer L. Klein

cc:
Subject: A scheduling request for Mrs. Clinton

I was forwarded the following letter today by Oren Teicher which he said he has sent to Melanne. If you need more detail about this promotion which I think is a terrific one let me know.

Thinking about you, know it must be wild getting ready for next week. Hope all is well with you.

>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
>

Oren J. Teicher
Director, Government Affairs
American Booksellers Association
828 S Broadway
Tarrytown, NY 10591
http://www.bookweb.org/

President, American Booksellers
Foundation for Free Expression
oteich@bookweb.org
914-591-2665, ext. 267
800-637-0037
Fax: 914-591-2716

AMERICAN BOOKSELLERS ASSOCIATION
EST. 1900

October 17, 1997

Ms. Melanne Verveer
Chief of Staff
The First Lady's Office
The White House
Washington, DC 20500

Dear Melanne:

Knowing of your special interest in the Prescription for Reading Partnership, I would be most grateful for your help to insure that the enclosed request is properly routed through The First Lady's office.

As indicated in the attached material, with almost 1500 participating bookstores, I am certain we could find an appropriate store that could fit the understandably tight constraints on The First Lady's schedule.

Thanks for your help.

Sincerely,

Oren J. Teicher

828 SOUTH BROADWAY • TARRYTOWN, NY 10591
914-591-BOOK (2665) • 800-637-0037 • FAX 914-591-2720 • INTERNET:WWW.BOOKWEB.ORG

AMERICAN
BOOKSELLERS
ASSOCIATION
EST. 1900

October 17, 1997

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The First Lady
The White House
Washington, D.C. 20500

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Thanks again.

Sincerely,

Oren J. Teicher

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914-591-BOOK (2665) • 800-637-0037 • FAX 914-591-2720 • INTERNET:WWW.BOOKWEB.ORG

FAX TRANSMISSION

Call Ann

AMERICA READS CHALLENGE, U.S. DEPT. OF ED
600 INDEPENDENCE AVE. SW, #6132
WASHINGTON, DC 20202
202/401-2993
FAX: 202/401-0596

To:	Jennifer Klein	**Date:**	February 9, 1998
Fax #:	202/456-2878	**Pages:**	3, including this cover sheet.
From:	Ann M. O'Leary		
Subject:	Read Across America		

COMMENTS:

Jennifer-

Please let me know if you would like us to pursue any of these ideas.

Thanks!

-Ann O'L.
(202/401-2993)

→ Cornell - NY Hospital - pediatrician who does reading

UNITED STATES DEPARTMENT OF EDUCATION

OFFICE OF THE SECRETARY

February 6, 1998

MEMORANDUM FOR JENNIFER KLEIN

FROM: Carol H. Rasco

SUBJECT: Read Across America Event on March 2, 1998

On March 2, 1998, the National Education Association (NEA) is conducting "Read Across America" day to raise public awareness and generate enthusiasm for reading. The intention of the day, the late Dr. Seuss' birthday, is to have every child in America in the company of a book.

It is my hope that the Administration can use this day to promote the important work the First Lady and the President have been doing through the Prescription for Reading and the America Reads Challenge to raise awareness about the importance of building literacy skills during early childhood.

Secretary Riley has agreed to participate in Read Across America Day and I have suggested that the Secretary conduct a roundtable with the First Lady on how to better educate parents and child care providers on the importance of literacy building skills in early childhood. Potential participants could include: parents, child care providers, in-home child care providers, representative from a local "Reach Out and Read" program, church leaders, local Head Start employees, librarians, homeless shelter employees, etc.

After the roundtable discussion, the First Lady and the Secretary could visit a local site to read with children and talk further with parents and employees. Several options for visiting children include:

- Federal Child Care Center
  The First Lady and the Secretary could visit the child care center for Federal employees located at the Treasury Department. This type of event would show support for our "Federal family" and encourage Federal employees to learn more about what they can do to help their young children build literacy skills. They could visit US Kids, a high-quality child care center jointly sponsored by EOP and Treasury. It has a strong staff development component and high parental involvement. The Secretary and First Lady could conduct the roundtable at the White House or the Treasury and then walk to the child care center to talk to parents and read to children.

- Housing Project program
  The First Lady and the Secretary could visit a housing project where mothers are staffing a child care center or an aftershool program. The First Lady and Secretary could talk to the mothers and read to the children.

- Community Health Center
  The National Association of Community Health Centers is part of the President's Coalition for the America Reads Challenge. Phil Johnston (former HHS Regional Rep for New England) has been working with Senator Kennedy's staff to put on a reading event at a local D.C. community health center. The First Lady and the Secretary could join Senator Kennedy at a local community health center that has been distributing books and working to educate parents about the importance of reading to their children.

If the First Lady and Secretary were able to travel to New York City, an additional option would be holding a similar roundtable in New York City at the Children's Museum and then participating in the Children's Museum program where staff teach teen mothers about the importance of reading to their children. The backdrop for this event would be the Dr. Seuss exhibit at the Children's Museum.

Please let me know if one of these ideas fits into your plans and we will work with you to plan the event.

cc: Melanne Verveer

THE FIRST LADY'S SCHEDULING OFFICE

Ack Mellman

PLEASE DELIVER TO:

1.) Jen Klein
2.) Nicole Rabner
3.) Return original to Julie
4.) _____

ORGANIZATION	National Education Association
EVENT	"Read Across America"
DATE OF EVENT	March 2, 1998
LOCATION	New York, D.C., or Arlington
EVENT DESCRIPTION	Reading event for nationwide program
CONTACT	Bob Chase
RECOMMENDED BY	
STATUS	ACCEPT _____ LETTER _____ REGRET _____ VIDEO _____ PENDING _____
NOTES	Patti - Rec'd To Call I Think This one looks interesting. Your thoughts? Julie 1-8-97 Jen / Nicole → Please call me with your thoughts. Thanks! Julie 1-20-98 Julie Call Nicole a Jen + see what they think Patti

nea

NATIONAL EDUCATION ASSOCIATION

Robert F. Chase, President
Reg Weaver, Vice President
Dennis Van Roekel, Secretary-Treasurer
Don Cameron, Executive Director

1201 16th Street, N.W.
Washington, D.C. 20036-3290
(202) 822-7000 Fax (202) 822-7974
Executive Office

December 2, 1997

Patti

Mrs. Hillary Rodham Clinton
Office of the First Lady
The White House
Washington, D.C. 20500

Dear Mrs. Clinton:

On behalf of the National Education Association (NEA), thank you for continuing to focus the nation's attention on the needs of young children. In recognition of your enduring commitment to children, we want to invite your participation in *Read Across America,* a national reading celebration that NEA is planning in partnership with the nation's leading education, literacy, and community organizations.

On the evening of Monday, March 2, Dr. Seuss' birthday, we are calling for every child in every school and community in the country to be in the company of a book. When children read outside of school, they perform better in school. *Read Across America* is a national effort to generate enthusiasm and commitment nationwide for reading.

We are mounting an broad organizing effort to engage our members and their communities in support of the campaign and to capture the imagination of children across the country. Among the planned events:

- Cal Ripken will throw the "first book" during Orioles' spring training and go into the stands to read with children. (To be confirmed by December 15.)

- Celebrities, organized by the Screen Actors Guild Foundation's Book Pals program, will take part in a choral reading of Seuss works at the Greek Theater outside of Hollywood.

- The North Carolina Association of Educators will donate 10,000 books to needy children, so that they can participate in this national celebration.

To convey the bipartisan spirit of this celebration, we would be honored if you would join with Barbara Bush on March 2 to host a reading event for children. We have contacted Mrs. Bush this week to request her participation.

December 2, 1997
Read Across America

For your joint consideration, we have identified several possible venues for this reading event:

- The Children's Museum in New York, where staff teach teenage mothers about the importance of reading to their children. You could laud this effort while reading with children at the museum's colorful and photogenic Dr. Seuss exhibit.
- The Library of Congress.
- Mount Vernon Elementary School in Alexandria, Virginia, where a group of high school students will gather to read to first- and second-graders.

With your support and participation, we believe *Read Across America* will be a wonderful celebration of reading and a day to focus national attention on our ultimate goal: making our children the best readers in the world. Dave McGloin and Mary Elizabeth Teasley of my staff will contact your office regarding this request and to solicit your suggestions for this event. We hope you can join us in this celebration of reading.

Sincerely,

Bob Chase
President

cc:
Barbara Bush
Milan Verveer
Carol Rasco
Ann O'Leary
Bob Shireman
Michael Cohen
Bill Kincaid
Mickey Ibarra

nea
NATIONAL EDUCATION ASSOCIATION

Robert F. Chase, President
Reg Weaver, Vice President
Dennis Van Roekel, Secretary-Treasurer

Dan Cameron, Executive Director

1201 16th Street, N.W.
Washington, D.C. 20036-3290
(202) 822-7000 Fax (202) 822-7974

Executive Office

December 2, 1997

Mrs. Barbara Bush
c/o Ms. Quincy Hicks
Office of President George Bush
10000 Memorial Drive, Ninth Floor
Houston, TX 77024
VIA FAX: 713-683-0801

Dear Mrs. Bush:

On behalf of the 2.3 million members of the National Education Association (NEA), it is my pleasure to invite you to participate in a national reading celebration that NEA is planning in partnership with the nation's leading education, literacy, and community organizations. This event, *Read Across America*, will focus national attention on children and literacy, two issues that you have devoted significant time and attention to over the years.

On the evening of Monday, March 2, Dr. Seuss' birthday, we are calling for every child, in every school and community in the country to be in the company of a book. When children read outside of school, they perform better in school. *Read Across America* is a national effort to generate enthusiasm and commitment nationwide for reading.

To convey the bipartisan spirit of this national celebration, we would be honored if you would join with Hillary Rodham Clinton on March 2 to host a reading event for children. We have contacted Mrs. Clinton this week to request her participation. For your joint consideration, listed below are several possible venues for this event:

- The Children's Museum in New York, where staff teach teenage mothers about the importance of reading to their children. You could laud this effort while reading with children at the museum's colorful and photogenic Dr. Seuss exhibit.
- The Library of Congress.
- Mount Vernon Elementary School in Alexandria, Virginia, where a group of high school students will gather to read to first- and second-graders.

With your support and participation, we believe *Read Across America* will be a wonderful celebration of reading and a day to focus national attention on the goal of making our children the best readers in the world. Dave McGloin of my staff will contact your office regarding this request and to solicit your suggestions for the event. He can be reached at 202-822-7373.

December 2, 1997
Read Across America

For many years, you have encouraged the American people to make children our highest national priority. This year, the NEA is taking some important strides to help fulfill this commitment. We hope you will join us in this celebration of children and reading.

Sincerely,

Bob

Bob Chase
President

cc:
Carol Rasco
Hillary Clinton
Milan Verveer, Chief of Staff to Mrs. Clinton

ABA 828 South Broadway, Tarrytown, NY 10591

FAX

Date: 2/24/98

Number of pages including cover sheet: 7

To:

Jennifer Klein

Phone: 202-456-2599

Fax: 202-456-2878

cc:

From:

Jill Perlstein

ABA

Phone: (800) 637-0037, ext. 283

Fax: (914) 591-2720

REMARKS: ☐ Urgent ☒ For your review ☐ Reply ASAP ☐ Please comment

Dear Jennifer,

Per your request, here are some additional articles and information regarding the Prescription for Reading partnership and our program.

Sincerely,

Jill Perlstein

AMERICAN BOOKSELLERS ASSOCIATION

FOR IMMEDIATE RELEASE

ABA contact: Jill Perlstein
(914) 591-2665, ext. 283
Scholastic contact: Alan Cohen
(212) 343-7706

READ TO YOUR BUNNY BY ROSEMARY WELLS INSPIRES MAJOR READING PROGRAM, SPONSORED BY ABA IN PARTNERSHIP WITH SCHOLASTIC AND ASSOCIATION OF BOOKSELLERS FOR CHILDREN

(Tarrytown, NY—August 21) In response to President Clinton's America Reads Challenge, the American Booksellers Association (ABA), in partnership with Scholastic, Inc., and the Association of Booksellers for Children (ABC), will distribute approximately one-hundred thousand free copies of Rosemary Wells's new book *Read to Your Bunny*. The books will be distributed at participating bookstores to parents and guardians of young children through the Prescription for Reading Partnership. The goal of the America Reads Challenge, to be met by the year 2000, is to ensure that all children learn to read well and independently by the time they enter third grade.

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. The partnership encourages businesses, community organizations, and others to work with health-care providers to *prescribe* reading during "well-baby" checkups. This program 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 fall, ABA will offer to interested bookstores promotional preview paperback copies of *Read to Your Bunny* at no charge. *Read to Your Bunny*, a new Scholastic picture book by acclaimed author and illustrator Rosemary Wells, is a colorful, vibrant book that delivers the simple message that reading to a child is an important part of daily activities. The book is to be published in March 1998 (U.S. price $7.95). In addition, the accompanying information kit sent to booksellers will contain "prescription" coupons for *Read to Your Bunny* which are redeemable at specified bookstores, as well as promotional suggestions, a list of Reach Out and Read centers, and a suggested reading list for babies, toddlers, and pre-schoolers. Bookstores will provide the "prescription coupons" to pediatricians, well-baby clinics, etc., where they will be given to individual parents and guardians to be redeemed at participating bookstores. The promotion will run from November 1997 through March 1, 1998.

-More-

"This is an extraordinary opportunity for bookstores to build and expand upon their numerous efforts to promote reading to children," said Valerie Lewis, chair of the ABA Children's Issues Committee, member of the ABA Board of Directors, and owner of the celebrated children's bookstore, Hicklebee's in San Jose, CA. ABA Director of Government Affairs, Oren Teicher, added, "This collaborative private sector effort by ABA, ABC, and Scholastic is precisely the kind of program the First Lady envisioned when we met with her at the White House this past Spring and ABA is delighted to have played an instrumental role in making it happen."

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.

ABC (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.

For further information about the Prescription for Reading Program, contact Jill Perlstein at (914) 591-2665, ext. 283. For information about *Read to Your Bunny*, contact Alan Cohen at (212) 343-7706.

# # #

ABA, Scholastic, ABC Join Forces, Distribute 100,000 Free Copies of 'Read to Your Bunny'

In partnership with Scholastic Inc. and the Association of Booksellers for Children (ABC), ABA is preparing to distribute some 100,000 free copies of Rosemary Wells's new book *Read to Your Bunny* as a way to encourage parents to read to their very young children.. Participating bookstores will distribute the books to parents and guardians of young children as part of the Prescription for Reading Partnership, in response to President Clinton's America Reads Challenge. The partnership encourages businesses, community organizations, and others to work with health-care providers to quite literally prescribe reading to children as part of regular well-baby check-ups. *Read to Your Bunny*, accordingly, is a new picture book that demonstrates the simple message that reading to a child is an important part of daily activities.

ABA member bookstores can request 100 free promotional paperback copies of *Read to Your Bunny*. (See order form, page 4.) The books will be sent out in November, along with an information kit containing "prescription" coupons for *Read to Your Bunny*. Bookstores will give the coupons to pediatricians, well-baby clinics, and other health providers, who will in turn give them to parents and guardians. Parents, finally, will exchange the coupons for copies of the book at local bookstores. The kits will also contain promotional suggestions, a reading list for babies, toddlers, and pre-schoolers, and a list of Reach Out and Read centers. (Reach Out and Read is a Boston-based organization that has researched the connection between reading to a child and the child's overall intellectual, emotional, and physical development.) The promotion will run from November, 1997 through March 1, 1998.

"This is an extraordinary opportunity for bookstores to build and expand upon their numerous efforts to promote reading to children," said bookseller Valerie Lewis of Hicklebee's in San Jose, California, the chair of ABA's Children's Issues Committee. Lewis was one one of a group of 15 people who met with First Lady Hillary Rodham Clinton at the White House in March to discuss ways that booksellers, publishers, librarians and doctors can work together to promote reading.

"This collaborative private sector effort by ABA, ABC, and Scholastic is precisely the kind of program the First Lady envisioned when we met with her at the White House this past Spring and ABA is delighted to have played an instrumental role in making it happen," said ABA Director of Government Affairs Oren Teicher. The Prescription for Reading Partnership, an integral component of the America Reads Challenge, was launched in April by Clinton on the eve of the White House Conference on Early Childhood and Brain Development. (ABA headquarters in Tarrytown, New York, was one of the sites receiving a "downlink" of the conference, which considered new research that shows that reading to children in their early years of development actually helps thir brains to grow and lays the groundwork for later educational success.) ■

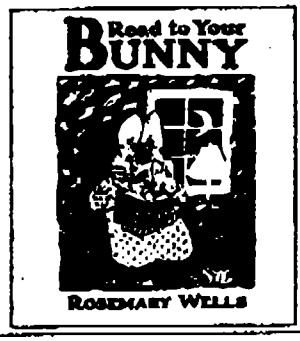
Reprinted from Bookselling This Week, *August 25, 1997*

Bookselling This Week
October 25, 1997

Booksellers Order More Than 200,000 'Bunny' Books

Prescription Coupons Will Promote Reading, Drive Traffic to Bookstores

More than 200,000 copies of *Read to Your Bunny* will be shipped to bookstores that signed onto the Prescription for Reading Partnership, implemented by ABA as part of President Clinton's America Reads Challenge. The *Read to Your Bunny* program is a collaborative effort between ABA, the Association of Booksellers for Children (ABC), and Scholastic Inc., who had originally hoped to ship some 100,000 copies of the book along with information kits containing "prescription" coupons for free copies of *Read to Your Bunny*, a new picture book by popular children's author Rosemary Wells. The program has been lauded as a way for booksellers to push home the importance of reading to children at an early age, as well as being an effective vehicle for driving new customer traffic.



The Prescription for Reading Partnership sprang from this spring's White House Conference on Early Childhood and Brain Development, where new research was reviewed showing that reading to children in their early years of development actually helps their brains to grow and lays the groundwork for later educational success. In a letter to ABA, First Lady Hillary Rodham Clinton praised ABA, ABC and Scholastic for their efforts at following up on the Conference's findings. "Your program ... is a very important step in implementing the Prescription for Reading Partnership," she wrote. "We all realize that modest investments in the sound development of our children, especially our youngest children, will lay

Continued on page 3

'Bunny' Books

CONTINUED FROM PAGE 1

the groundwork for an American future with increased prosperity, better health, fewer social ills, and ever greater opportunities for our citizens to lead fulfilling lives .... Thank you for your efforts in making a 'prescription' for reading to our children a genuine national effort."

Booksellers across the country are partnering with local pediatricians and other health care providers to have the coupons handed to parents during well-baby checkups along with a literal prescription for reading to the child. The coupons, in turn, are redeemable at the participating bookstore for a free copy of *Read to Your Bunny*, which dramatizes the importance of reading to children in a simple, colorful story. The message of the Prescription for Reading Partnership is that reading to a very young child can contribute in important ways to the development of an infant's brain and the child's capacity to learn.

"This is the little program that could," Wells told *BTW* last week. "As it happens, we're coming to a national awareness of a crisis that a great many pediatric neurologists can point their fingers at, but nobody looks at it because it involves effort. What it is, I hope, is the beginning of the end of the dominance of commercial television in our children's lives. We have kids who don't even know how to play anymore. This is the beginning of the book seen for what it truly is, which is a staple — like good food — that simply can't be ignored in people's lives."

It's a message, prominent booksellers say, that needs to be propogated. "Those of us who are in the book business, and people who are readers, understand the importance of reading to children when they are very young," said ABC President Diane Etherington of The Children's Hour Bookstore in Salt Lake City, Utah. "But the love of reading is definitely a learned skill. There is a relationship that blossoms between parent and child, but a whole bunch of people do not understand that at all, and there are tons of kids who are not having that experience."

Noting that ABC has for years promoted the idea of reading to your child as "the most important 20 minutes of your day," Etherington said she's extremely gratified to cooperate with ABA and Scholastic on this larger-scale effort. "This is what we were dreaming of," she said. "This is going to reach a lot of people, and I think it's just going to be the beginning."

Bookseller Valerie Lewis of Hicklebee's in San Jose, California, agrees. "ABA has come upon a concept that booksellers can really use, and it is thrilling," said Lewis, who is the chair of the ABA/CBC Children's Issues Committee. "This is exactly the kind of program that booksellers should respond positively to. There's no reason not to take this and run."

At Scholastic, spirits are similarly high. "Talking to booksellers around the country, I find there is a tremendous level of enthusiasm for this," said Senior Marketing Manager John Mason. "This gives the bookstore an impetus to forge a relationship in their community with caregivers, pediatricans, doctors, hospitals clinics — wherever there are young children receiving pediatric care, this gives them a chance to have their bookstore associated, linked, and connected with those organizations. Hopefully, they will derive benefit from that long after this is over and continue to foster that relationship, which is really what we're all aiming toward." Mason also lauded Wells, who he said "gave us this wonderful vehicle to use, taking the idea and translating it into such a simple but effective message."

Mason urged booksellers to take full advantage of all the opportunities offered by the program. "If they don't follow through, they're not living up to the program's potential," he said. "I would hope that an enterprising bookseller will try and get as much publicity for this in their local area as they can, contacting local newspapers, maybe staging an event where somebody redeems the coupon [as a photo opportunity]. The active and energetic booksellers will, hopefully, try to do that and leverage the visibility of their store in their community."

Etherington agreed that booksellers should throw their resources fully behind this effort. "Anyone who looks at this realizes what a great thing it is," she said. "All the way around, it's a win-win situation. It's a feel-good thing, because you feel like you're really making a difference. And if booksellers can handsell the books and tell the stories and show their love of books, that enthusiasm can be picked up by other people. When you look at this on the grand scale, it's so exciting." ■

to his picture books. When humor is your forte, people often don't take your work as seriously. It's the hardest thing in the world to keep picture books light and funny, and Jim had a tremendously light hand."

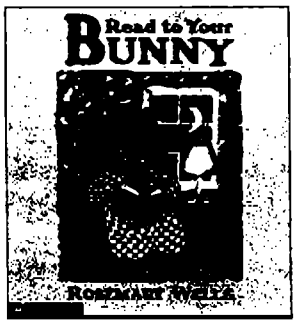
Many booksellers have already shown great enthusiasm for the title. According to Jennifer Roberts, marketing manager for children's books at Houghton, "The book has been advancing wonderfully well. Booksellers have been delighted to see it. They've always loved George and Martha." Roberts said that Houghton's first printing was 30,000 copies and that preparations to go back to press this month were underway. Support for the anthology includes a number of in-store Christmas promotions, placement of the book in several regional Christmas catalogues and a friendship-themed writing contest on Houghton's Web site (www.hmco.com). The *New York Times Book Review* will reprint the Sendak foreword in its entirety next month, in its November children's books issue. Roberts added that two newly refurbished sets of George and Martha costumes have been booked solid for months and that a third set of costumes had just become available to bookstores.

New Marshall works beyond the anthology have also been scheduled. "HarperCollins will be publishing Jim's last book, *The Owl and the Pussycat*, and I've been consulting on that as I promised Jim I would," Sendak said. "I will also be illustrating a manuscript that Jim had to leave behind, called *Swine Lake* [also HarperCollins]. It's a typical Marshall book, full of tremulous and delicate pigs. I'm really looking forward to doing that this winter. Jim's ghost will hover over me and say 'Oh God, Maurice, can't you do better than that?' and I'll just have to live with it," Sendak said with a laugh.

Though there will be a bit of a wait for those newest Marshall titles, booksellers have already begun to enjoy the George and Martha resurgence. The anthology project has been especially gratifying for Silvey. "I had wanted Maurice to do a tribute and he did a beautiful job," she noted. "I wanted a book so that if Jim were still alive, I could put it in front of him and he would be pleased." In the opinion of booksellers and Marshall's friends and fans, Silvey and her colleagues have succeeded. —SHANNON MAUGHAN

Pediatricians, ABA to Recommend Reading

BEGINNING THIS November, a collaboration brings together the ABA, Scholastic, pediatricians, booksellers and, most importantly, young readers with a national Read to Your Bunny program.



A NEW picture book extols the pleasures of reading aloud.

Prior to kickoff, ABA member bookstores are being offered, through the ABA, promotional preview paperback copies of bestselling author Rosemary Wells's upcoming *Read to Your Bunny* (Scholastic). When booksellers sign up for the program, they will receive 100 free books, two free posters and an information kit. The kit contains "prescription" coupons, which in turn get passed on to nearby pediatricians, well-baby clinics and other child-care centers. These health-care professionals are asked to distribute them to parents and guardians, who can redeem the coupons for free copies of *Read to Your Bunny* at the participating stores up until March 1998, when Wells's book officially hits the stores in hardcover.

According to Oren Teicher at the ABA, a number of separate initiatives, as well as serendipity, went into the formation of this program. Teicher explained that last winter, First Lady Hillary Clinton held a meeting at the White House that was attended by members of the Association of American Publishers, the National Academy of Pediatricians, the American Library Association and the Boston-based literacy organization, Reach Out and Read. This meeting led to the formation of the national Prescription for Reading Partnership program (News, May 12).

President Clinton had previously announced his America Reads Challenge as a major component of his presidential campaign last fall. A number of publishers signed on as sponsors to this challenge, including Scholastic.

These two strands came together in a conversation that Teicher had with Dick Robinson, Scholastic's CEO, at the AAP meeting last March, in which the two discussed the possibility of a joint literacy initiative between Scholastic and the ABA.

The third element, which according to Teicher put the program into focus, was Wells's book, which everyone involved felt would be a perfect incentive because of the story's emphasis on reading. Teicher added that Wells is so well-known and a favorite author of many ABA member stores that the ABA considered the choice of book a very attractive aspect of the program.

Since many stores will be able to sell more than the 100 free copies, additional books will be available at cost. The ABA has also compiled a list of suggestions for further read-aloud sessions, which includes 19 bestselling and classic titles such as *Chicka Chicka Boom Boom* by Bill Martin Jr., illus. by Lois Ehlert (S&S), and *More More More, Said the Baby* by Vera B. Williams (Greenwillow), divided into three categories: baby, toddler and preschool.

The ABA, which is doing the program's fulfillment, has received orders for over 200,000 copies of *Read to Your Bunny* from participating stores. The cutoff date for joining the print run, which will not be repeated, was October 10. —C.D.M.

Lotz Replaces Franceschelli at Dutton

KAREN LOTZ has been appointed to take over as president and publisher of Dutton Children's Books, a position recently vacated by Christopher Franceschelli (News, Sept. 22).

Lotz began her publishing career in 1988 at Dutton, now part of the combined Penguin Putnam children's division. She rose from her initial position as assistant to the publisher to her most recent title, associate publisher, working closely with Franceschelli for nine years.

Lotz, who is also an author, has worked with a list of authors that include former president Jimmy Carter, William Sleator and Nancy Wood.

"I look forward to helping my wonderful creative team bring out Dutton's broad-based program of books for children of all ages, and plan to continue our tradition of serving all markets—trade, school and library, and special markets," Lotz said.

Lotz will report to Douglas Whiteman, president and publisher of the Putnam and Grosset Group.

THE WHITE HOUSE
WASHINGTON

Jen -

Info on Hoyer's district. If not a bookstore, how about a library or a "Mother's morning out" program. Call me later -

Julie
6-5315

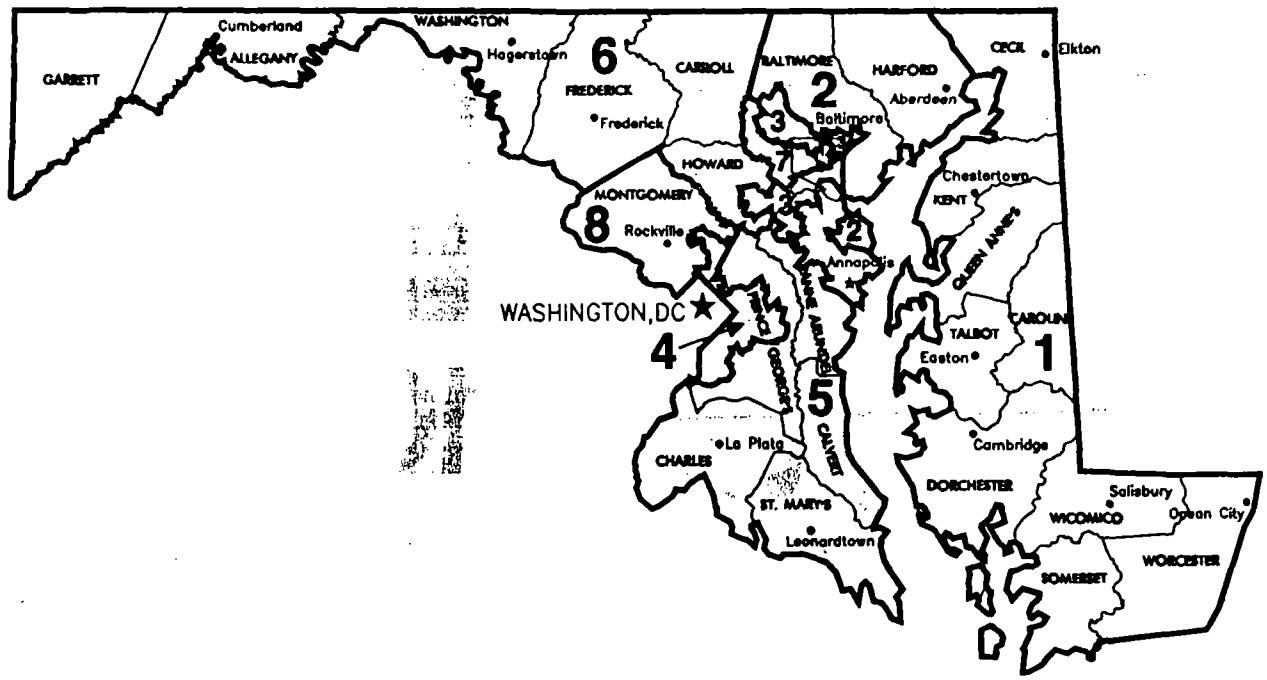
MARYLAND

SENATORS
(Republicans: 0 Democrats: 2)

Paul S. Sarbanes (D)
Barbara A. Mikulski (D)

REPRESENTATIVES BY DISTRICTS
(Republicans: 4 Democrats: 4)

1. Wayne T. Gilchrest (R)
2. Robert L. Ehrlich, Jr. (R)
3. Benjamin L. Cardin (D)
4. Albert R. Wynn (D)
5. Steny H. Hoyer (D)
6. Roscoe G. Bartlett (R)
7. Elijah E. Cummings (D)
8. Constance A. Morella (R)



MARYLAND 5
Outer Prince George's; Southern Maryland

The 5th has a different makeup from the primarily suburban district that Hoyer represented during his first decade in the House. The creation of the black-majority 4th in 1991 redistricting siphoned off many black Democrats, while pushing Hoyer into less urbanized areas of Prince George's County, southern Anne Arundel County and southern Maryland (Charles, St. Mary's and Calvert counties).

The southern counties have a rural heritage, with tobacco as a major crop. The political tradition is Democratic but conservative, a tendency augmented by an influx of commuters and exurbanites. Winning candidates for major office here usually are conservatives and often are Republicans.

The reshaping of the 5th to include this territory was expected to cause Hoyer trouble, and it did. After years of easy victories, he has failed to crack 60 percent since 1990. In 1996, Hoyer won four of the five counties that, in full or in part, make up the district, losing only Anne Arundel. But only in the 5th's part of Prince George's did Hoyer's margin of victory exceed 5,000 votes or his vote exceed 60 percent.

Prince George's also was the only county in the 5th to back Bill Clinton in 1996. His 61 percent of the vote there enabled him to lead by a 30,500-vote margin in the 5th's portion of the county and to carry the overall district.

P.G. County (as some locals call it) accounts for nearly half the 5th's population. In the northern part of the county, the 5th ducks inside the Capital Beltway to pick up such heavily black communities as Hyattsville. Also in Prince George's County is the University of Maryland's flagship campus at College Park.

The university is among the public employers that boost the district's job base. Up the Interstate 95/Baltimore-Washington Parkway corridor toward Greenbelt and Laurel are NASA's Goddard Space Flight Center and the National Agricultural Research Center. Expansion at the Naval Air Station at Patuxent River is expected to increase employment there to about 32,000 by 1998.

The 5th sweeps east through Bowie, whose location between Washington and Annapolis brought a growth spurt in the 1980s. A new county-owned stadium in Bowie is home to the Baltimore Orioles' Class AA Baysox. The district then sweeps around Andrews Air Force Base into southern Prince George's. The 5th also takes in a portion of southern Anne Arundel County that contributes about 15 percent of the district's residents; upscale communities such as Crofton and Davidsonville are here, but much of the area retains a rural feel.

The southern counties all grew rapidly in the 1980s. Charles County's population grew 39 percent to more than 100,000, as commuters poured into subdivisions along Route 301 and Indian Head Highway. Population in St. Mary's County increased 27 percent. There is much defense-related work in the southern counties. Calvert County's population grew 48 percent, but it is the state's second-least-populous county west of the Chesapeake Bay.

1990 Population: 597,681. White 461,610 (77%), Black 110,953 (19%), Other 25,118 (4%). Hispanic origin 14,520 (2%). 18 and over 450,198 (75%), 62 and over 56,900 (10%). Median age: 31.

tee rejected his amendment, 19-30.

Hoyer tries to make sure Maryland gets its share of federal largess. The fiscal 1996 Treasury-Postal Service appropriations bill earmarked about $5 million for telecommuting projects in his district and state. But Hoyer could not protect nearly $66 million to continue work on a huge Food and Drug Administration building project in the Maryland suburbs. The House approved, 278-146, an amendment to eliminate the money.

Hoyer indirectly was involved in a controversy in July 1995 during a debate on the Treasury-Postal Service bill. David L. Hobson, R-Ohio, offered an amendment to allow the federal government to continue AIDS education programs for federal workers. An opposing pamphlet on the GOP side of the floor misidentified the sponsor, calling on members to defeat the "Hoyer" amendment, because "Hoyer=Sex training for federal workers; Hoyer=condom training; Hoyer=religious indoctrination."

Hoyer got into a fight with Republicans after seeing the handout. "The handout itself was scurrilous, dishonest and clearly contrary to the rules if it had been spoken from the floor."

In response, Speaker Newt Gingrich in September banned anonymous tracts from the House floor, ruling that only members may hand out paper on the floor in an effort to lobby for or against legislation. And the pamphlets, routinely distributed during votes by both Democrats and Republicans to recruit supporters, must bear the name of the member doing the circulating.

"The content of those materials must comport with standards of propriety applicable to words spoken in debate or inserted in the record," the Speaker said. "In order to enhance the quality of debate in the House, the chair would ask members to minimize the use of handouts."

Though generally liberal in his outlook, Hoyer supported the welfare overhaul bill signed by President Clinton in 1996 (after earlier opposing

February 25, 1998

Facsimile

TO: Jennifer Klein
White House

FAX 456-2878

FROM: David McGloin
National Education Association
202/822-7373
FAX 202/822-7482

// Pages 14 (including this page)

COMMENTS:

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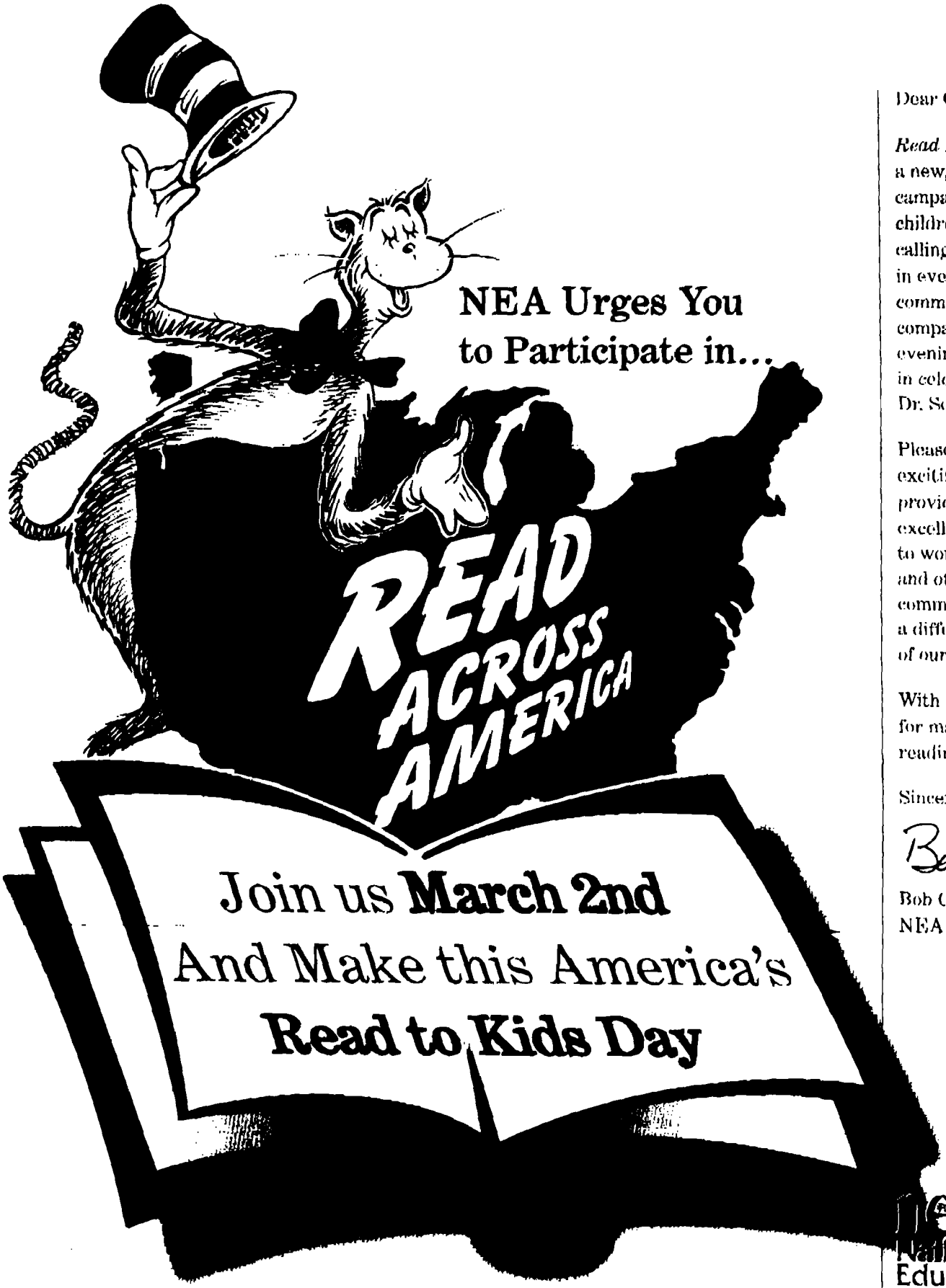

Dear Colleague,

Read Across America is a new, nationwide NEA campaign to motivate children to read. We are calling for every child in every school in every community to be in the company of a book the evening of March 2nd, in celebration of Dr. Seuss' birthday.

Please join us in this exciting program. It provides us with an excellent opportunity to work with parents and others in our communities to make a difference in the lives of our students.

With best wishes for many fun-filled reading adventures.

Sincerely,

Bob Chase

Bob Chase
NEA President

nea National Education Association

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WHAT IS READ ACROSS AMERICA?

With the help of Dr. Seuss Enterprises and many other partners, NEA is planning a *Read Across America* celebration. The evening of March 2nd, Dr. Seuss' birthday, NEA is calling for every child in America to be in the company of a book.

WHY A READING CELEBRATION?

We know that children who read outside of school do well inside school. *Read Across America* will generate a new enthusiasm for reading nationwide.

You're never too old, too wacky, too wild, to pick up a book and read to a child.

HOW CAN WE START?

Get schools, libraries, and bookstores in your community to sponsor special activities.

What kinds of activities?

Picture this:

- High school students sitting down with 6-year-olds, reading them *The Cat in the Hat.*
- 8-year-olds in pajamas, pillows in hand, arriving at local libraries for a bedtime reading session.
- Authors and people dressed as storybook characters reading with children in local bookstores.

What are some other activities for my school?

- Family Literacy Night. Students listen to stories while families learn the best way to support a child's education at home.
- Round Robin Reading. Children move from room to room to hear school staff and community members reading their favorite children's stories. Pick a cafeteria worker, an active parent, a retired teacher, the principal, and other people who will inspire.

What are some other activities for my community?

- Recruit your local police, firefighters, judges, or sports teams to read with children. Contact town councils, mayors, and local celebrities to see if they will participate.

IMMEDIATE ACTION STEPS

1. Post the front page of this flyer in the faculty lounge at your school.
2. Go to your local school board for their support.
3. Get your town, city, or county to pass a resolution supporting *Read Across America.*
4. Gather a team together to brainstorm activities that will work best for your community and then act on your best ideas.
5. Visit our Web site. (address below)

FOR MORE DETAILED INFORMATION

about *Read Across America* events, visit our Web site at http://www.nea.org/readacross
or call
1-888-747-READ

nea news
NATIONAL EDUCATION ASSOCIATION Communications

http://www.nea.org

For Further Information:
Charles Ericksen (202) 822-7228
Marcia Stein (202) 822-7233
Gabrielle Lange (202) 822-7296

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) [redacted] at the world's

-more-

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

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 Wiltern 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."

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.

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 medialine" in the body of a message sent to Lyris@list.nea.org.

DM
2-16-98

1. WARM TESTIMONIALS OF INDIVIDUAL AND GROUP INVOLVEMENT

Lorna Hellbronner in Eugene, Oregon. This grandmother of seven has mobilized her retirement community to read with local HeadStart students. Within two days of her posting a list, 40 of the 185 community members had signed up to participate. They'll gather in their seniors retirement clubhouse, huddle around a fire, sip hot chocolate and read Seussian rhymes. She has gotten the local teachers' association to donate *Cat in the Hat* hats. And, she has cleaned out her own closets so every student will go home with a Dr. Seuss book.

Gloria Morrissette in Fall River, Massachusetts. This 38 year veteran has her third grade students reading Dr. Seuss books to her school's kindergarten classes every day in preparation for a big March 2nd birthday bash.

The National Honor Society students of Cherry Creek Colorado. They are buying books, recording them on tape and bringing both the tape and the book to first graders to help them with reading.

Carmen Sanchez in Newark New Jersey. Her five year old son will read to his three year old sister, they'll tape it and share it with their cousins who live far away.

The middle and high school students in Joplin, Missouri. They will go to a local nursing home to read with older patients there.

700 Volunteers reading with 700 Students at Mt. Vernon Elementary in Alexandria, VA. The school is recruiting high school students, parents and community members to read one on one with its children.

2. OVERALL, WE HAVE MANY, MANY STORIES OF PEOPLE, SCHOOLS AND COMMUNITIES WHO ARE EMBRACING THE IDEA OF SPARKING AND REKINDLING STUDENTS PASSION FOR READING ON DR. SEUSS'S BIRTHDAY. SOME OF THESE STORIES INCLUDE:

- Holston View Elementary in Bristol, Tennessee which will be renamed Seuss View Elementary for the day.

- An elementary school in Portland Oregon that will serve donuts for dads, muffins for moms and offer a comfortable place for entire families to read together before school.

- In Haverhill, MA, a local business group called the Exchange Club has organized 39 business men to go to read with each of the city's 39 first grade classrooms. Gourmet and celebrity chefs will prepare green eggs and ham at 5 of the city's elementary schools. The Mayor will declare March 2 Read Across America Day and much more.

3. GOOD PICTURES

Firefighters in Cambridge, MA. They are inviting children in to their firehouses to read.

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A Leading Reading Idea

The Cat in the Hat & the NEA Want You

By Evelyn Porreca Vuko
Special to The Washington Post
Monday, February 16, 1998; Page D05

If the Cat in the Hat threw a party would all the eggs be green? Would the guests have names like Yertle and Horton and Martin O'Gravel Balloon Face? Would some little guy named Bartholomew Cubbins be pressing hats on everyone because he's got 500 to spare? Would the entertainment be a girl named Mayzie whose head sprouts a daisy? No, indeedy deed, not at this party.

The National Education Association and The Cat in the Hat are hosting a nationwide literacy party-of-an-event called Read Across America, on March 2 in honor of what would have been Dr. Seuss' 94th birthday. To generate new enthusiasm for reading nationwide, families and books all over the country are invited to get together.

Teacher Says: Oh! The leadingest, readingest event it will be!

"We are encouraging everyone, everywhere to become involved," says NEA's President Bob Chase. "Our goal for that day is to place every child in the company of a book."

"The whole idea came from a reading teacher in New Jersey named Sharon Suskin. She said we all need help to get kids motivated to read and wanted to know what NEA could do to help," says Dave McGloin, NEA Coordinator of Read Across America. With trends showing that over the years kids are reading less and less outside of school, NEA and participating partners like the American Library Association and the National PTA, got on the Butter Up Band(wagon) with great speedy speed and conceived "Read Across America."

"Sometimes an event that's community-wide, statewide, nationwide can send an even stronger message to children about the importance of reading," says McGloin.

Why all the yammering, klammering and hammering about reading with kids?

"The single most important thing that influences primary grade reading achievement, according to research, is having someone read to a child on a regular basis," says Wilma Miller, professor of education at Illinois State University, Normal, Ill. Miller's book, "Complete Reading Disabilities Handbook" (Simon & Schuster, $29.50) is one of the recommended texts for volunteers in President Clinton's America Reads Challenge. "Reading should begin as young as anyone wants to do it," she adds, citing one of her students who

began reading to her unborn baby in her second month of pregnancy.

Baltimore Orioles third baseman Cal Ripken is co-chairman of the event, which is urging citizens nationwide to read to kids on March 2. "Ripken is going to read on the dugout steps with kids in Ft. Lauderdale at spring training," says McGloin. In Hollywood, the Screen Actors Guild is organizing celebrities to read with 900 children at the Wiltern Theatre. In Norfolk, crew members of the U.S.S. Eisenhower will rename their ship the Readership and bringing local kids onboard to read to them. Firefighters are inviting students to come to firehouses to read in Cambridge, Mass. Holston View Elementary School, Bristol, Tenn., will be renamed Seuss View Elementary and host a read-a-thon and book character parade. And in Carroll County, Md., every baby born on March 2 will be given a book by the local education association.

Other public events taking place in the Washington area in celebration of Read Across America include:

March 1 -- See The Cat in the Hat at the Newseum in Arlington, 1 p.m. The day's news will be presented in Dr. Seuss-like verse. Free tickets will be available prior to the program, but seating is limited. Call Samara Aberman, 703-284-3545.

March 2 -- Join Sharon Salluzzo at the Bethesda Regional Library for an evening of storytelling, 7-8 p.m. Books will be awarded as door prizes. Call Diane Monnier, 301-986-4300.

March 2 -- The town of Culpeper is planning a community-wide spaghetti dinner and birthday party at Emerald Hill Elementary School, 5-7:30 p.m. Forty community members, including firefighters, will read to area kids. Families are invited to dress as their favorite storybook characters. Call Laurel Booth, 540-937-7361.

March 2 -- A puppet show at 10 a.m., NEA Headquarters, 1201 16th St. NW; then members of Congress, organizational leaders, actors, performers and children's authors will read to kids from John Quincy Adams Elementary School in Adams Morgan, and Adelphi Family Academy, Adelphi.

March 2 -- Teachers, principals, the superintendent of schools and elected officials of Prince William County will read their favorite stories to local kids at the Chinn Regional Library in Woodbridge and the Bull Run Regional Library, Manassas, 7-8 p.m. All county students also will receive a free Cat in the Hat bookmark from the Prince William Education Association.

NEA and Teacher Says offer the following suggestions for participating in the March 2 events:

At School:

1. Have round robin readings. Students move from classroom to classroom, listening to a different story at each stop. NEA suggests that storytellers read stories every 20 minutes.

2. Hold family literacy nights. Families can gather to read aloud,

parents learn about the school's reading program and get demonstrations on good bedtime reading. Bailey's Elementary School in Falls Church has a Family Literacy Night planned. "Students will read stories while parents learn how to best support their child in school, especially in reading," says first-grade teacher Dot Fowler.

3. Do a choral reading: Pick a story that has strong rhythmic or rhyming patterns, like Dr. Seuss' "Horton Hears a Who" and have the students read out loud together. Other students might act out parts of the story as it is read.

4. Start book buddy programs. Have older students read with younger students. Cheryl Best's fourth grade at Mars Estates Elementary School in Baltimore is buddying with a high school group. They're also serving green eggs and ham.

At home:

1. Invite a "guest" reader. Ask the kids' favorite Uncle Sneetch, Auntie McFuzz or Granny McElligot to read a favorite story to the family.

2. Invent a story. Use something like a toothbrush, an eggplant or a miff-muffered moof, and have family members invent a personality for it, then take it on an adventure. Write it down or make a tape recording as you invent. When the story's complete, read it aloud or play it back.

3. Gather the family in a circle and pass a book around having members read individual characters or chapters. It might be fun to go moping and doping along the beaches with the Dr. Seuss' "Sneeches and Other Stories."

4. Do "alternate reading" says Professor Wilma Miller. "Parents read one page, kids another," she explains. This way, no one gets to be sharpish and bossy and each is inspired to read with great skillful skill.

Schools or organizations wishing more information on how to participate in Read Across America events, or to pledge events should visit NEA's web site at http://www.nea.org/readacross or write: Read Across America, c/o NEA, 1201 16th Street NW, Washington, D.C. 20036.

Correction: In last month's column, "Include Organizational Skills in the Learning Mix," the name of the owner of Jill-of-All-Trades on Capitol Hill was incorrect. Her name is Jill Lawrence.

Evelyn Vuko may be reached at Style Plus, The Washington Post, 1150 15th St. NW, Washington, D. C. 20071 or at http://www.teachersays.com

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TEN HIGH PROFILE READ ACROSS AMERICA EVENTS

1. Cal Ripken reading with children before Spring Training in Ft. Lauderdale, FLA. Good Morning America plans to cover this live in their 7:30-8:00 section

2. 100 school children read with sailors and the Cat in the Hat on a big ship on February 27th in the naval yard in Norfolk, VA at 10AM.

3. Screen Actors Guild Foundation Celebration at the Wiltern Theater in California 10:30AM March 2. Stars include James Sikking, Barbara Bosson, Pamela Reid, Brock Peters and Barbara Bain. There also will be a videotaped reading of Oh the Places You'll Go by Kirk Douglas. Scholastic Inc is giving books to all the children involved.

4. Paramount Theatre Celebration 7PM March 2, Seattle Washington Several local and national celebrities performing and reading with 2800 children and parents. Governor Locke's wife will MC the program. NEA's Dan Sakota will lead the audience in singing Happy Birthday to Dr. Seuss. Scholastic Inc. again is sending every child home with a book.

5. Miss America Kate Shindle reading with children in Moorestown, NJ at her old elementary school. March 2 10AM

SURPRISE

6. Stained Glass Presentation of Read Across America memorabilia to Mrs. Geisel, the widow of Dr. Seuss, late in the afternoon of March 2 in San Diego,CA at the San Diego Public Library It will be presented by NEA Executive Committee member Denise Rockwell in thanks for allowing NEA to use the Cat in the Hat as a symbol for its reading campaign.

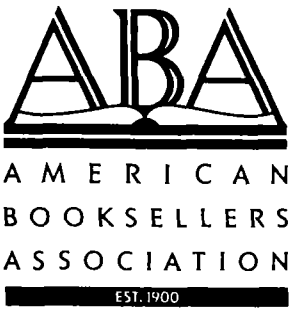
8. The Mt. Vernon Elementary School in Alexandria, VA has a day long Dr. Seuss celebration with 700 children reading with 700 volunteers, on March 2. It includes a spaghetti dinner, high school students reading with elementary students, parents and community members reading and much more.

9. Children's Museum in Manhattan 11:30AM Publishers and clebrities read with children and NEA thanks the publishers for their generous support in donating thousands of books to children participating in Read Across America.

10. Seattle Mariners star shortstop Alex Rodriguez reads with school children and does live chat sessions with students from Spring Training in Peoria, AZ. 8AM.

Celebrities

Cal Ripken of the Baltimore Orioles
Kirk Douglas
LeVar Burton
James Earl Jones
Al Roker of the Today Show
Tomie dePaola
Wes Unseld
Alex Rodriguez of the Seattle Mariners
Miss America Kate Shindle
Tavis Smiley, Black Entertainment Television
Soap Opera Stars at the Dr. Seuss Exhibit of the Children's Museum



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 aftwork. 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

828 SOUTH BROADWAY • TARRYTOWN, NY 10591
914-591-BOOK (2665) • 800-637-0037 • FAX 914-591-2720 • INTERNET:WWW.BOOKWEB.ORG

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,

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

DRAFT DRAFT DRAFT

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."

• "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 redeam this coupons for copies of *Read to Your Baby*. In adddition, 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
UCSF 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**

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 Scwartz, RN
Brockton Hospital—Brockton
Jacqueline Hochstin, RN, CLS & Lisa Downs, MD
Cambridge, Mt. Auburn, Somerville Hospitals
David Osler, MD
Children's Hospital—Boston
ean Ciborowski, 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 Shoobe, 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 Sardegna, illustrated by Michael Hays, Bantam Doubleday Dell

* *Available in Spanish.*

Prescription FOR READING

suggested reading list:

TODDLERS (con't)

"Where Does Mouse Go?" Said the Baby, Vera B. Williams, Greenwillow

So Much, Trish Cooke, illustrated by Helen Oxenbury, 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

Blueberries for Sal, Robert McCloskey, Puffin

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

Mama Do You Love Me?, Barbara M. Joosse, illustrated by Barbara Lavallee, Chronicle

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

Sheep in a Jeep, Nancy Shaw, Houghton Mifflin

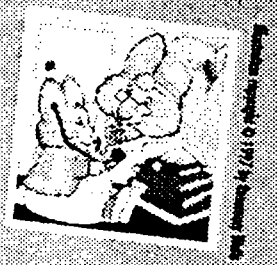
**Where the Wild Things Are,* Maurice Sendak, HarperCollins

**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

ABA

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

—First Lady Hillary Rodham Clinton, January 10, 1997

This health-care office is a participant in the
Prescription for Reading **partnership.**
Ask us how reading to your child for 20 minutes a day
can make a difference in your child's life.

Note: Fold on scored lines and tape to form base.

Note: Fold on scored lines and tape to form base.

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

—First Lady Hillary Rodham Clinton, January 10, 1997

This health-care office is a participant in the
Prescription for Reading **partnership.**
Ask us how reading to your child for 20 minutes a day
can make a difference in your child's life.

This bookstore is a participant in the

Prescription for Reading partnership

Present your "prescription" coupon here or at the cash register to receive a free book for your child to read to you.

Limit one per customer.

This bookstore is a participant in the

Prescription for Reading partnership

FAX COVER SHEET

SCHOLASTIC
555 Broadway,New York,NY 10012-3999
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Date: 2/24/98

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To: Nicole Radnen

Company: _____

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From: Alan Cohen

Direct Phone: 212 343-7706

Fax Number: (212) 343-7734

Remarks

2/24/98

MEMORANDUM

SCHOLASTIC INC.
555 Broadway
New York, NY
10012-3999
(212) 343-6100

TO: Jennifer Klein via fax (202) 456-2878
Nicole Rabner

FR: Alan Cohen
Scholastic

RE: Read To Your Bunny

We are delighted that Mrs. Clinton will be participating in a *Read to Your Bunny* event on Monday, March 2, and are looking forward to working with you and your press office.

Following this memo are some background materials on *Read To Your Bunny*, the *ABA Read To Your Bunny* promotion, and Rosemary Wells' bio.

I will fax to you a list of those Scholastic folk who will be attending under separate cover as soon as possible.

Sincerely,

Alan Cohen
Publicity Director
(212) 343-7706

"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

CANDLEWICK PRESS
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

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

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.

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.

HYPERION
BOOKS for CHILDREN
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!

SCHOLASTIC
555 Broadway
New York, New York 10012

(more)

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

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*.

CANDLEWICK PRESS
2067 Massachusetts Avenue
Cambridge, Massachusetts 02140

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HYPERION
BOOKS for CHILDREN
114 Fifth Avenue
New York, New York 10011

SCHOLASTIC
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.

PR2

AMERICAN BOOKSELLERS ASSOCIATION

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."

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.

# # #

WASHINGTON

Senators back giving roads gas-tax revenue

Key senators agreed Monday to use the portion of the gas tax that is earmarked for deficit reduction, 4.3 cents a gallon, to increase spending on roads and highway-safety projects to $173 billion over six years from $145 billion. The gas tax was increased in 1993 to 18.3 cents a gallon, with the extra 4.3 cents dedicated to reducing the deficit.

"For the first time in a long time every penny in those taxes will end up being spent on roads," said Sen. Phil Gramm, R-Texas.

He said there's also agreement on a formula for each state to get at least 91 cents back for every dollar they pay to the federal highway trust fund. Some states, especially in the South, get back as little as 70 cents.

AP

Gramm: States to be reimbursed

"This is going to be a big boost to our economy," said Sen. Max Baucus, D-Mont. He cited Transportation Department estimates that each additional $1 billion spent on roads creates 42,000 jobs.

More populated states that would get a smaller share under the new formula would be compensated from a pool of $1.8 billion to be set aside over six years. California, Florida, Illinois, Maryland, Massachusetts, New Jersey, New York, Ohio and Pennsylvania would share that money.

DRUNKEN DRIVING: President Clinton today will highlight his support of bipartisan efforts to threaten states with loss of highway funds unless they adopt a .08 blood-alcohol standard for driver intoxication. Fifteen states already have set that as the standard; 33 others have a more lenient standard of .10. Opponents see the move as another federal intrusion into local issues. Transportation Secretary Rodney Slater announced last fall that the administration would support the proposal, which is sponsored by Sens. Frank Lautenberg, D-N.J., and Michael DeWine, R-Ohio. The White House is hosting an East Room event as a vote on the measure nears. Sponsors plan to attach the provision to the highway funding bill working its way through Congress. A 170-pound man would have to consume four drinks in an hour on an empty stomach to reach .08%, according to the U.S. Department of Transportation. A 137-pound woman would reach .08% after three drinks. A drink is one ounce of distilled spirits, a can of beer or a glass of wine.

FARM BIAS: Agriculture Secretary Dan Glickman said the department has made progress in resolving hundreds of discrimination complaints by black farmers. He was marking the first anniversary of a report that criticized the department's civil rights record. Critics say much more has to be done and much faster. One problem is that complaints filed before 1994 face a statute of limitations, which is the time limit given the the government to act. A federal judge overseeing a potential class-action lawsuit on behalf of those who claim discrimination will be asked this week to decide whether the statute of limitations applies.

NATO EXPANSION: The former Warsaw-Pact countries of Poland, Hungary and the Czech Republic are expected to be approved today by the Senate Foreign Relations Committee for membership in NATO, the Western alliance that fought the Cold War against the Communist bloc for more than 40 years. Of the former Warsaw Pact countries, only Russia has not applied for entry into NATO. The Senate is expected to approve the three countries for NATO membership this month, but after that there is sentiment for at least a three-year moratorium on further expansion.

Reuters

Hatch: President responsible

JUDICIAL VACANCIES: Amid Democratic complaints that judicial vacancies are piling up, the Senate confirmed Richard Young as a federal trial judge in Indiana. Sen. Patrick Leahy, D-Vt., said the Senate isn't acting fast enough in confirming President Clinton's choices for judgeships. He says some nominees have waited 18 to 24 months for Senate action. Last year, when 36 were confirmed, the percentage confirmed "was lower than for any Congress over the last three decades," Leahy says. Judiciary Chairman Orrin Hatch, R-Utah, says there are more federal judges now than during the Bush and Reagan administrations, and nearly a third of them are Clinton nominees. Hatch blames the White House for slowness in sending up names. "The Senate cannot confirm judges the president does not nominate," Hatch says.

ALSO . . .

▶ **CYBERTAX:** Senate Majority Leader Trent Lott, R-Miss., said a proposed five-year moratorium on new Internet taxes might come up for a vote in May. A vote would have to follow talks with governors whose states want revenues from taxes on Internet commerce.

▶ **PRESIDENTIAL TRAVEL:** The White House said President Clinton will go to Chile April 26-30 for a state visit and to attend the Summit of the Americas with leaders from 34 Western Hemisphere democracies.

First lady remembers Dr. Seuss

First lady Hillary Rodham Clinton celebrated the anniversary of the late Dr. Seuss' birth by reading to a group of children and encouraging reading at a young age.

By Tim Sloan, Agence France-Presse

Introducing the Cat: Hillary Rodham Clinton reads 'The Cat in the Hat' to Demetruis Harris

"We're here to celebrate the wonder and joys of reading to children," Clinton said.

She and children's author Rosemary Wells read Wells' *Read to Your Bunny* to 15 HeadStart schoolchildren from John Hancock Elementary in the Maryland suburb of District Heights.

In addition to celebrating the birth of Theodore Geisel, who would have been 94 and is better known as Dr. Seuss, the first lady was on hand as part of a drive by a group called Prescription for Reading Partnership to distribute more than 200,000 free copies of the book to bookstores throughout the country.

The event, in which parents, teachers and others were encouraged to read to children was called Read America Day.

Written by Paul Leavitt with staff and wire reports

PHOTOCOPY
PRESERVATION

High court rejects 'innocent spouse' case

Woman vows to fight on in $650,000 IRS dispute

By Paul Wiseman
USA TODAY

The Supreme Court refused Monday to hear the well-publicized case of a New York woman who has been battling the Internal Revenue Service over a $650,000 tax debt she says belongs to her ex-husband.

"I'm not going to give up the fight," says Elizabeth Cockrell, a stockbroker whose dispute with the IRS has made her a crusader for divorced women pursued for tax bills run up by their former husbands.

AP

Cockrell: 'I'm not going to give up'

At issue is a 60-year-old law that says spouses who sign joint tax returns are responsible for all taxes owed for that year. The IRS can pursue either spouse for the entire tax bill, even if the couple divorce.

The IRS can let taxpayers off the hook by labeling them "innocent spouses," but it rarely does.

Cockrell testified last month at a Senate Finance Committee hearing on innocent spouses. Her story has been widely reported in the media.

She has formed an organization — Women for IRS Financial Equity, or WIFE — to help women in situations like hers.

Cockrell married commodities trader John Crowley in 1979 when she was 24. They filed joint tax returns for 1980 and 1981, claiming big deductions for losses on Crowley's commodities transactions. By the time they divorced in 1983, the IRS had rejected the deductions. Cockrell says the IRS has never said why it pursued her, not Crowley.

Cockrell had said she deserved innocent spouse status. But she did not sway the U.S. Tax Court or the 2nd Circuit Court of Appeals. So she took her case to the high court.

The Justice Department, arguing on behalf of the IRS, told the Supreme Court that Cockrell was "willfully ignorant" about the joint returns."

The high court did not say why it refused to hear her case.

"We're still going to win," Cockrell says. "But we're going to win legislatively."

The House has passed legislation that would make it easier for taxpayers to qualify as innocent spouses. Sens. Alfonse D'Amato, R-N.Y., and Daniel Patrick Moynihan, D-N.Y., want to repeal joint tax liability. Their bill would apply retroactively.

"Now that there's an active movement to repeal the law, that's a better solution than anything the Supreme Court could have done," says Richard Beck, a New York Law School professor who wrote a brief supporting Cockrell.

Her case was one of several the high court refused to hear. It announced only one new case Monday. It will decide whether employees can sue on claims of discrimination when their union contract requires that disputes be handled through arbitration.

PHOTOCOPY
PRESERVATION

Report: Uranium ammo may be behind gulf vets' illnesses

By Norm Brewer
and John Hanchette
Gannett News Service

WASHINGTON — As many as 400,000 American troops may have been exposed to dangerous depleted uranium during the 1991 Persian Gulf War, and the Pentagon deliberately covered up its significance, a new study said Monday.

"The Pentagon's desire to ensure the future use of depleted uranium ammunition has taken precedence over the need to protect American troops," said the 235-page report, issued by a coalition of three influential advocacy groups critical of the Department of Defense.

The report, from the National Gulf War Resource Center, the Military Toxics Project and the Swords to Plowshares Veterans Rights Organization, comes as a possible new conflict with Iraq lingers.

But even as it does, the war with Saddam Hussein seven years ago continues to spark controversy and claims of federal bungling in response to complaints of mystery symptoms collectively known as Gulf War illnesses. More than 100,000 soldiers who served in the Gulf War have reported symptoms.

During the short 1991 war, U.S. and British tanks and aircraft pumped about 630,000 pounds of depleted uranium penetrators — armor-piercing rounds that gave the allies a huge tactical superiority — into Iraqi armaments and positions.

The easily inhaled depleted uranium is chemically toxic and radioactive. It oxidizes into extremely small particles when burning upon impact. While the Pentagon initially claimed that about two dozen veterans may have carried home radioactive fragments, the advocacy groups charged that the problem is much bigger.

Specifically, the report claimed:

▶ Medical care for veterans has been "sidetracked by deliberate efforts of the Pentagon to downplay both the scope and severity of Gulf War exposures," and Defense Department efforts on the subject are "irreparably flawed."

▶ The Veterans Affairs Department has used "inaccurate testing methods" to screen Gulf War veterans for depleted uranium exposure.

▶ As many as 17 nations now have depleted uranium warheads, so the tactical advantage the USA had in Desert Storm has been lost anyway.

▶ Even though the Defense Department has had a training program on handling depleted uranium since 1995, troops still have not received such sessions nor been shown videotaped training material.

Deputy Defense Secretary John Hamre on Jan. 7 ordered all military departments to implement training "for those likely to be exposed" and gave a 60-day deadline for the brass to provide specific plans to do so. But the report authors insisted that little training has been completed.

Maj. Tom Gilroy, spokesman for Bernard Rostker, the assistant Defense secretary in charge of investigating Gulf War illnesses, said, "It is unlikely health effects reported by Persian Gulf vets today are the result of exposure to depleted uranium during the Gulf War.

"I don't know if it's useful to say 400,000 people were exposed without any sort of context," Gilroy said. "Saying troops were exposed is much different than saying there is a danger in something. Certainly, depleted uranium has some associated dangers. It is a heavy metal. But the levels of exposure range from those who have (depleted uranium) in their bodies, on the higher end, to folks who may have gone by vehicles days or weeks after they were hit and the dust settled. Is that a dangerous exposure to depleted uranium? Probably not."

Rostker had promised a special report on depleted uranium — first for September, and then for February. Gilroy said it's near completion, and will be out this spring. Training programs for troops also are under consideration, he said.

The veterans' advocacy groups said they want the Pentagon to immediately inform the 400,000 troops they estimate were exposed during combat — for example, while picking up contaminated weapons or as they crawled over shot-up Iraqi tanks and vehicles on the battleground after the fighting.

They also want a "presumption" of illness for victims, so those who think they were exposed can get automatic medical treatment from VA doctors without first having to prove an illness or a cause.

Fight literacy's decline by reading to your child

PHOTOCOPY
PRESERVATION

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

Dr. Seuss was a beloved author and illustrator who brought joy to and instilled a love of reading in generations of children and their parents. I can still recite from memory the lines of some favorite Dr. Seuss books that Bill and I read to Chelsea — over and over again. Remember this? "The sun did not shine. It was too wet to play. So we sat in the house all that cold, cold, wet day." And what about "People are people no matter how small"? Here's my personal favorite: "You have brains in your head. You have feet in your shoes. You can steer yourself any direction you choose."

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

We know that students who read for enjoyment outside of school do better in school. Unfortunately, we also know that the number of older children who read for pleasure outside of the classroom is gradually decreasing and that 40 percent of this country's 8-year-olds cannot read even at the basic level.

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

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

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

Not only does reading aloud strengthen emotional bonds, it also helps a baby's brain develop and grow by stimulating the neural connections that are the basis for language and learning.

When I talk to young parents about the importance of reading and talking to their infants, many ask why they should be talking or reading to a child who can't talk back. Some parents worry that they're not good readers themselves. Some confide that they can't read at all.

It doesn't matter.

Reading and talking are as important to children's brains as car seats and immunizations are to their health. Parents who can't read or don't think they're good readers should just hold open a book, point to the pictures and make up a story.

Because new parents are generally inclined to follow the advice of their pediatricians, last January I issued a challenge to hospitals, pediatricians, health centers, booksellers, publishers, libraries and others to make sure that every child who sees a doctor has access to books. As a result, several groups joined forces to launch the Prescription for Reading Partnership.

During the past year, the Prescription for Reading Partnership has distributed 2 million books to over a million children through hospitals, pediatrician's offices and health centers around the country.

One of the partnership's most successful endeavors has been the Read to Your Bunny Campaign. Supported by the American Booksellers Association, the campaign contacted doctors and asked them to give reading "prescriptions" to their young patients. The prescriptions could be redeemed at over 1,500 participating bookstores for copies of Rosemary Wells' new book "Read to Your Bunny." I'm pleased to report that over 200,000 prescriptions have been filled, placing copies of this delightful poem in the hands of children all over the country.

The partnership can help put a book in a child's hand, but it's you — the parents and grandparents, older sisters and brothers, aunts and uncles, friends and neighbors — who must take the next step. It takes only 20 minutes a day.

One of my favorite Dr. Seuss books is "Oh, the Places You'll Go!" Let me share the first lines with you:

Congratulations!
Today is your day.
You're off to Great Places!
You're off and away!

Celebrate reading with your child every day, and you'll both be off to Great Places, too.

The Washington Times
THURSDAY, MARCH 5, 1998

The Washington Times
THURSDAY, MARCH 5, 1998

1st Lewinsky lawyer fights Starr subpoena

Asserts his attorney-client privilege

By Jerry Seper
THE WASHINGTON TIMES

Washington lawyer Francis Carter yesterday asked a federal judge to quash a subpoena to appear before the White House sex-and-lies grand jury, saying efforts to question him about former client Monica Lewinsky would be an "extraordinary breach" of attorney-client privilege.

Mr. Carter's attorneys, led by Harvard law professor Charles Ogletree, took their case before U.S. District Judge Norma Johnson Holloway in closed-door arguments that lasted nearly two hours. Judge Johnson made no immediate decision.

"Frank Carter has done nothing wrong, and ... the only thing he can do is to protect and defend a client who hired him to represent her vigorously within the bounds of the law," Mr. Ogletree told reporters outside the courthouse.

Mr. Ogletree said there was no basis for what he called an "extraordinary breach of the attorney-client privilege" in forcing Mr. Carter to testify against his former client. He said Miss Lewinsky "continues to assert her privilege."

Mr. Carter briefly represented Miss Lewinsky and helped her prepare an affidavit in the Paula Jones sexual-misconduct lawsuit against President Clinton, in which she denied having a sexual relationship with the president.

The affidavit contradicts nearly 20 hours of secretly recorded audio tapes of Miss Lewinsky, in which she details an 18-month affair with the president and efforts by Mr. Clinton and White House confidant Vernon E. Jordan Jr. to get her to lie about it in the Jones suit.

Mr. Clinton and Mr. Jordan have denied the accusations.

The affidavit has become a centerpiece of the grand jury probe, along with a three-page summary, or "talking points," Miss Lewinsky gave to Pentagon colleague Linda R. Tripp suggesting how she could alter her testimony in the Jones suit. Mr. Ogletree denied Mr. Carter had anything to do with the summary.

Mr. Carter's representation of Miss Lewinsky was arranged by Mr. Jordan. Mr. Jordan, who returns to testify today before the grand jury after six hours on Tuesday, also helped the woman get a job in New York after she filed the affidavit Jan. 7, but has denied that he did so to further any conspiracy of silence.

Independent counsel Kenneth W. Starr's office was expected to argue that Mr. Carter's testimony is permitted under federal guidelines that say confidential communications between an attorney and a client can be breached if prosecutors can show the lawyer was used by others to further a criminal conspiracy.

They also were expected to tell the judge that Miss Lewinsky may already have waived the privilege by discussing the affidavit with others, including Mrs. Tripp, who recorded the former intern's comments during conversations beginning in the fall of 1997 and continuing through January.

Meanwhile, an Arkansas state trooper joined Mr. Clinton yesterday in asking a federal judge to dismiss claims by Mrs. Jones that she was sexually harassed by Mr. Clinton in a Little Rock hotel room in 1991. Trooper Danny Ferguson, a defendant in the lawsuit, said Mrs. Jones had offered no facts to support claims she was a victim of job discrimination after rejecting the suspected harassment.

His motion is based on a 450-page pleading Mr. Clinton filed earlier in the case. Mrs. Jones' attorneys have until March 13 to respond. The Jones lawsuit is scheduled go to trial May 27.

Mrs. Jones sued Mr. Clinton and Mr. Ferguson in May 1994 on accusations that then-Arkansas Gov. Bill Clinton crudely propositioned her in the Little Rock hotel room. Mr. Clinton has denied ever meeting Mrs. Jones when he was governor and she was a state employee.

AP

Independent counsel Kenneth W. Starr leaves home yesterday, a day that did not include grand jury testimony in the Clinton-Lewinsky case.

Former Arkansas Trooper Danny Ferguson asked the trial judge to dismiss Paula Jones' sexual-harassment lawsuit.

PHOTOCOPY PRESERVATION

For Reading Fun, A Visit With The Good Doctor

By David Nakamura
Washington Post Staff Writer

The sun did not shine, it was too wet to play.
So the children read books on that gray and damp day.
They read about Yertle and Horton and Thidwick,
About the Grinch and the Lorax and sticky wet Ooblek.
They ate green eggs and ham and when they were done,
No one complained that school wasn't fun.

Yesterday's lesson in classrooms all over the Washington area: What you like can be very, very good for you.

At Brookfield Elementary School in Chantilly, the students paraded around in the costumes of their favorite Dr. Seuss characters, then listened to parents and teachers read to them from Seuss classics. At Mantua Elementary School in Fairfax, they read the stories in the gym after a pizza dinner.

The youngsters at Patricia Roberts Harris Educational Center in Southeast Washington spent the morning looking at Dr. Seuss books, drawing pictures and writing about the late author.

It was all part of "Read Across America," an event sponsored by the National Education Association in schools here and nationwide to emphasize the importance of books in stimulating young children's minds and boosting their academic performance.

Realizing that timing is everything, organizers decided to hold the reading festival on the day that Theodor S. Geisel, more commonly known as Dr. Seuss, would have turned 94 and to use his books as the centerpiece.

See **READ**, *D5, Col. 3*

PHOTOCOPY PRESERVATION

The Washington Post
Tuesday, March 3, 1998

READ, *From D1*

Brookfield first-grader Joe Kinney came to school dressed as Thidwick the Big-Hearted Moose. He had foam antlers on his head and his father's socks on his hands to resemble hooves.

"I like reading about Thidwick. He's a good moose, but he's weird," Joe said. "In the book, he takes his horns off."

Second-grader Ryan Heidt was wearing the trademark green-rubber mask of the Grinch. "I like the Grinch because he's cool," Ryan said. Not that he had missed the book's point, of course. It "talks about stuff you shouldn't do, like steal," he added.

Deborah Wines's kindergarten class at Brookfield was treated—or sentenced, depending on your point of view—to a breakfast of green-colored eggs and ham, a dish that drew this review from 6-year-old Christian Moore: "I love them. They look gross, but they're goooood."

This being the '90s, Seuss also showed up on CD-ROM. In Kathleen Gordon's second-grade class, Raymond Urruita was playing a "Green Eggs and Ham" game on the computer. "This introduces the kids to Dr. Seuss," Gordon said, "and they are more interested in reading the hardcover book."

Two teachers at the Harris Educational Center wore red-and-white striped top hats, and the school was decorated with balloons, banners and birthday cakes. Youngsters sat rapt on the carpet, listening to a parade of volunteers read Seuss stories and eagerly chiming in to complete each rhyming verse.

At the afternoon assembly, two students in Deloris Brown's first-grade class read "The Foot Book" ("Left foot, right foot, feet, feet, feet! Oh, how many feet we meet!"), and the entire class performed "The Hokey Pokey" dance.

First lady Hillary Rodham Clinton joined author Rosemary Wells at the Learning Ideas Store in District Heights as Wells read the book "Read to Your Bunny" to students from the Head Start program at John Howard Elementary School in Prince George's County.

"Read to Your Bunny" has been featured in a campaign in which pediatricians give patients mock "prescriptions" that can be redeemed at bookstores for a copy of Wells's book. The program is sponsored by the American Booksellers Association.

"Science proves what we have instinctively known: that time spent sharing a favorite book with a child, even a newborn, not only strengthens the bond between a parent and child but literally does help a baby's brain grow," Clinton said.

At Brookfield, Principal Henry Ticknor got into the act, wearing the famous hat from "The Cat in the Hat" and sampling one of the red-and-white cupcakes a parent had made.

"Kids work hard all the time," Ticknor said. "It's fun to celebrate learning, to celebrate the fact that books not only have information but are full of fun."

Staff writers DeNeen L. Brown and Debbi Wilgoren contributed to this report.

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The Washington Post
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Court Allows Drug Tests For OEOB Pass Holders

By JOAN BISKUPIC
Washington Post Staff Writer

The Supreme Court yesterday denied an appeal by two government economists who protested a policy that requires them to take random drug tests because they have access to the Old Executive Office Building.

The justices' action—leaving in place an appeals court decision saying the drug tests are justified because of the security threat posed by employees with potential access to the president—sets no national precedent. But it could encourage broader government use of urinalysis screening when no reason exists to suspect that someone is taking drugs.

Last year the justices struck down a Georgia law that required candidates for state office to take a drug test. The high court said that, because urinalysis testing intrudes on a person's right to privacy, it should be used only when the risk to public safety "is substantial and real." The court previously had allowed random drug testing for railroad workers and Customs Service agents involved in narcotics interdiction.

The two economists, Arthur W. Stigile and Ellen Balis, claimed the drug testing policy breached the constitutional protection against unreasonable searches, and urged the justices to take up their case in light of the court's 1997 ruling in *Chandler v. Miller*. But the justices let stand the lower court decision in *Stigile v. Clinton* in a one-sentence order.

"This is a great example of government overreaching," the economists' lawyer, Benjamin S. Boyd, said yesterday. He had told the justices that the ruling by the federal appeals court for the District of Columbia "would permit random drug testing of virtually any federal employee in the Washington area," since almost any of them could arguably be said to have access to buildings frequented by Cabinet members and other top officials whose safety is considered an important government interest.

But the Justice Department, defending the urinalysis, contended that because anyone holding a pass to the Old Executive Office Building has round-the-clock access to the grounds, he or she poses a threat. "The president and vice president visit the OEOB frequently, and OEOB pass holders themselves commonly come within a few feet of the president and vice president on those visits," Solicitor General Seth P. Waxman said in urging the court to bypass the dispute.

Yesterday's case stemmed from a 1986 executive order requiring agencies to set up drug-testing programs for employees in "sensitive positions." The Office of Management and Budget, for which Stigile and Balis work, began random testing in the early 1990s. They challenged the policy in 1996 after Stigile was notified that he had been randomly selected for the testing. The budget analysts actually work in the New Executive Office Building, a block away from the White House, but regularly attend meetings at the Old Executive Office Building.

A trial judge agreed to temporarily halt the policy, but the appeals court reversed, saying employees with passes pose a greater risk than other visitors whose access might be more limited. The appeals court said a "drug-using OEOB pass holder could be blackmailed into using his access to the building to assist in an attack on the president."

When the economists asked for a rehearing by the full court of appeals, it was denied. Dissenting, Judge Patricia Wald asserted, "This decision simply cuts too wide a swath through employees' liberty interests, and should be reheard."

SUPREME COURT CALENDAR

The Supreme Court will hear arguments from 10 a.m. to noon today in the following cases:

No. 96-8516. *Bousley v. Brooks.* Should a person remain imprisoned if he pleaded guilty to an offense that the Supreme Court later rules is not criminal? (One hour.)

No. 96-8986. *Hohn v. United States.* Regarding the Supreme Court's jurisdiction to hear a prisoner's appeal of a lower court's decision not to hear his case or issue a certificate of appealability. (One hour.)

Hillary happily concedes it's fun to read

First Lady Hillary Rodham Clinton celebrated the anniversary of the late Dr. Seuss' birth by reading to a group of children in District Heights and encouraging reading at a young age.

Clinton and children's author, Rosemary Wells, "Read to Your Bunny," a children's book written and illustrated by Wells, to 15 children participating in Head Start from John E. Howard Elementary.

"We're here to celebrate the wonder and joys of reading to children," Clinton told 50 people gathered at Learning Ideas, a school supply store.

In addition to celebrating the birth of Theodor Geisel, who would have been 94 and is better known as Dr. Seuss, Clinton was on hand as part of a drive by a group called Prescription for Reading Partnership to distribute more than 200,000 free copies of the book to bookstores throughout the country.

The event, in which parents, teachers and others were encouraged to read to children, was called Read America Day.

—A CIATED PRESS

Mario Tama/Journal

First lady Hillary Rodham Clinton reacts playfully to a group of children from the John E. Howard Elementary School Head Start Program during a celebration of Dr. Seuss' birthday at the Learning Ideas store in District Heights yesterday.

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