

Withdrawal/Redaction Sheet

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. list	re: contacts for PFR [partial] (1 page)	n.d.	P6/b(6)
002. schedule	Schedule for Hillary Rodham Clinton [partial] (1 page)	03/02/1998	P6/b(6)
003. note	re: phone number (1 page)	02/27/1998	P6/b(6)
004. fax	Susie Harris to Noa Meyer re: phone number [partial] (1 page)	02/27/1998	P6/b(6)
005. fax	Jill Perlstein to Noa Meyer re: phone number [partial] (1 page)	02/27/1998	P6/b(6)
006. memo	Christine Benero to Noa Meyer re: phone number [partial] (1 page)	02/27/1998	P6/b(6)
007. list	Guest list for event with Mrs. Clinton re: SSNs and DOBs [partial] (1 page)	02/27/1998	P6/b(6)
008. list	American Booksellers Association's guest list re: addresses, phone numbers, SSNs, and DOBs [partial] (1 page)	03/02/1998	P6/b(6)

COLLECTION:

Clinton Presidential Records
First Lady's Office
Bobbie Greene
OA/Box Number: 15627

FOLDER TITLE:

PFR [Prescription for Reading] List

2012-0872-S
rc932

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

P1 National Security Classified Information [(a)(1) of the PRA]
P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
P3 Release would violate a Federal statute [(a)(3) of the PRA]
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C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

Freedom of Information Act - [5 U.S.C. 552(b)]

b(1) National security classified information [(b)(1) of the FOIA]
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Contacts for PFR

ABA

Jill Perlstein

1-800-637-0037 ext. 283

914-591-2720 fax

yes



20013

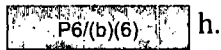
First Book

Christine Benaro

347-8153

628-1258 fax

yes



h.

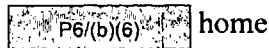
NEA

Dave McGloin

822-7373

822-7482 fax

yes



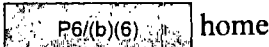
home

Reach Out and Read

Matt Veno

617-534-4649 direct

617-534-5701 main



home

- not sending anyone

Scholastic

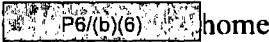
Alan Cohen

212-343-7706

212-343-7734 fax

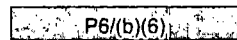
212-343-7604 fax

yes



home

Kris



Willard hotel as of Sunday

Lynda Lancaster, FB
Nicole Lang, ROR
Lisa Levine, Hoyer
Valerie Lewis, ABA
Kathleen Lyons, NEA
Chris McCannell, Hoyer
Dave McGloin, NEA
Philip McGloin, NEA
Maggie Mailey, FB
Carolyn Mills-Matthews, PG
Kris Moran, Sch.
Doyle Niemann, PG
Karl Pence, NEA
Jill Perlstein, ABA
Brian Pascal, NEA
*Bernard Phifer, PG
*Suzanne Plogman, PG
Judith Sheehan, PG
James Sherwood, PG
*Robert Slade, PG
Marsha Smith, NEA
Barbara Squires, ROR
Lisa Stewart, FB
Scott Suchman, NEA
*Ryan Swann, PG
Verna Teasdale, PG
Alvin Thornton, PG
Steve Threlfall, FB
Adrienne Watts, FB
Brian Weese, ABA
James Wendorf, NEA
✓ Lee Wilson, FB
Susan Wimmer, FB
*Louise Waynant, PG

* -- not confirmed

Greeters and Program and Participants

Christine Benero, Chief Executive Officer, First Book
Barbara Bonds Thomas, President, National Booksellers Association
Bob Chase, President, National Education Association
Rosemary Wells, author
Ulysses Currie and son, State Senator
Derek Davis, State Representative
Brenda Hughes, State Representative

Jack Sims, Mayor of District Heights

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**SCHEDULE FOR HILLARY RODHAM CLINTON
MONDAY, MARCH 2, 1998
FINAL***

WASHINGTON, D.C.

READING EVENT

LEAD ADVANCE: **ROB HOUSMAN**
 202/395-7225 **PHONE**
 [REDACTED] **HOME**
 P6/(b)(6)

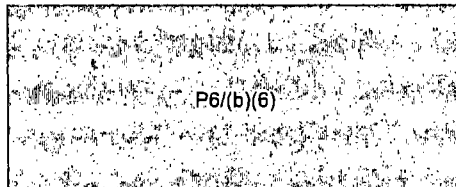
SITE ADVANCE: **PARITA SHAH**
 [REDACTED] **HOME**
 P6/(b)(6)

PRESS ADVANCE: **EILEEN PARISE**
 202/986-0029 **PHONE**
 [REDACTED] **HOME**
 P6/(b)(6)

SCHEDULER: **JULIE HUFFMAN**
 202/456-5315 **PHONE**
 202/456-5340 **FAX**
 [REDACTED] **HOME**
 WHCA PAGER **#4762**
 P6/(b)(6)

PREV RON **The White House**

8:30am



[002]

10:05am **DEPART** South Portico
 EN ROUTE Learning Ideas
 [drive time: 20 minutes]

MOTORCADE MANIFEST:

LIMO: THE FIRST LADY

STAFF VAN: BERRY, KINCAID, FARMER, MEYER, RABNER

10:25am **ARRIVE** Learning Ideas

NOTE: Rob Housman and Wayne Strickland will greet The First Lady curbside.

Greeters:

- Rep. Steny Hoyer, 5th Congressional District, Maryland
- State Senator Ulysses Currie and Son
- State Rep. Derek Davis
- State Rep. Brenda Hughes
- Jack Sims, Mayor of District Heights

SCHEDULE FOR HILLARY RODHAM CLINTON

MONDAY, MARCH 2, 1998

PAGE 2

- Barbara Thomas, President, American Booksellers Association
- Bob Chase, President, National Education Association
- Wayne Strickland, President, Learning Ideas
- Rosemary Wells, author, Read to Your Bunny
- Christine Benero, CEO, First Book

10:30am-

PRESCRIPTION FOR READING EVENT

11:30am

Learning Ideas
5570 Silver Hill Road
District Heights, Maryland
HRC Hold: Mr. Strickland's Office
Phone: 301/420-0517
Fax: 301/420-0581
Staff Hold: Same as above
OPEN PRESS/WH PHOTO

FORMAT:

- The First Lady, accompanied by the rest of the stage participants, proceed into the room. Barbara Thomas proceeds to the podium while The First Lady and the other participants take their seats.
- Barbara Thomas, President of the American Booksellers Association makes welcoming remarks, then introduces Bob Chase.
- Bob Chase, President of the NEA, gives brief remarks, then introduces Rep. Hoyer.
- Rep. Hoyer gives brief remarks, then introduces The First Lady.
- The First Lady proceeds to the podium and gives brief remarks.
- Upon conclusion of The First Lady's remarks, The First Lady will join Rosemary Wells, author of Read to Your Bunny, who will read the book to approx. 15 children.
- Upon conclusion of the book reading, The First Lady works a short rope line then departs.

PARTICIPANTS: Approx. 60 guests to attend.

SCHEDULE FOR HILLARY RODHAM CLINTON
MONDAY, MARCH 2, 1998
PAGE 3

Contact: Nicole Rabner
456-7263

11:35am **DEPART** Learning Ideas
 EN ROUTE The White House
 [drive time: 20 minutes]

MOTORCADE MANIFEST:

LIMO: THE FIRST LADY

STAFF VAN: BERRY, KINCAID, FARMER, MEYER, RABNER

11:55am **ARRIVE** South Portico

12:30pm- **LUNCH** w/Cable Networks regarding the Millennium
2:00pm Old Family Dining Room
 CLOSED PRESS/WH PHOTO ONLY

FORMAT:

- The First Lady enters the Dining Room and greets the guests.
- The First Lady and guests take their seats.
- The First Lady gives brief welcoming remarks and leads an informal discussion over lunch.
- Upon conclusion of the luncheon, The First Lady departs.

PARTICIPANTS:

- The First Lady
- Marsha Berry
- Ellen Lovell
- Capricia Marshall
- Michael McCurry
- Melanne Verveer
- Approx. 20 Cable Network Executives

Contact: Marsha Berry
456-2960

2:00pm- **PRIVATE MEETING**
3:00pm Residence
 CLOSED PRESS/NO WH PHOTO

SCHEDULE FOR HILLARY RODHAM CLINTON

MONDAY, MARCH 2, 1998

PAGE 4

PARTICIPANTS:

- The First Lady
- Marsha Berry
- Patti Solis Doyle
- Bobbie Greene
- Capricia Marshall
- Melanne Verveer

Contact: Patti Solis Doyle
456-2468

3:00pm-
3:30pm

PRIVATE MEETING w/Rep. Ralph Regula
Map Room
CLOSED PRESS/WH PHOTO ONLY

PARTICIPANTS:

- The First Lady
- Rep. Ralph Regula
- Ellen Lovell
- Laurie Rowley, Regula staff member
- Melanne Verveer
- Deborah Weatherly, Regula staff member

Contact: Sylvia Snyder
202/225-3876

4:00pm-
5:00pm

PRIVATE MEETING w/Lissa Muscatine
Residence
CLOSED PRESS/NO WH PHOTO

PARTICIPANTS:

- The First Lady
- Lissa Muscatine

Contact: Lissa Muscatine
202/337-3171

RON

The White House

WEATHER FORECAST FOR WASHINGTON, D.C.:

Cloudy with morning rain showers. Winds northwest to west at 8-15 knots. Low 45. High 56.

Learning Ideas

Pen n out to MD

Rt on Silver Hill Rd.

Rt into Shopping Center

THE WHITE HOUSE
WASHINGTON

Billing address:

ABA

828 South Broadway

Tamilton, NY 10591

c/o Jill Perlstein

Bonner-humw@~~q~~ool.com

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**List from Prince George's County Public Schools attending "Read To Your Bunny"
event on Monday, March 2, 1998, at Learning Ideas**

Board of Education Members

- ✓1. Dr. Alvin Thornton, Chairman
- ✓2. Mrs. Verna Teasdale, Vice Chairman
- ✓3. Mrs. Marilyn Bland
- ✓4. Ms. Angie Como
- ✓5. Mr. Kenneth Johnson
- ✓6. Mrs. Carolyn Mills-Matthews
- ✓7. Mr. Doyle Niemann
- 8. Mr. Bernard Phifer
- 9. Ms. Suzanne Plogman
- 10. Mr. Ryan Swann, Student Member

- 11. Dr. Louise Waynant, Deputy Superintendent
- 12. Mr. Robert Slade, Deputy Superintendent
- YES [13. Ms. Judith Sheehan, Chief Divisional Administrator, Outreach and Communications
- 14. Mrs. Sophie Kowzun, Reading Supervisor
- 15. James Sherwood, Outreach and Communications/Photographer

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**Prince George's County Public Schools**

Sasser Administration Building, 14201 School Lane
Upper Marlboro, Maryland 20772

Department of Communications

301 952-6001 Office
301 952-1383 Fax

Facsimile Cover

DATE: February 27, 1998

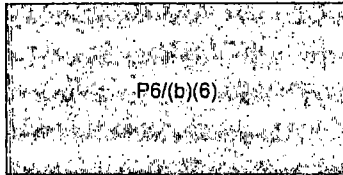
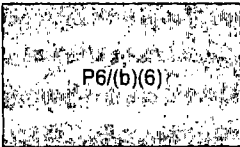
TO: Ms. Noa Meyer - First Lady's Office

FROM: Susie Harris

SUBJECT: List from Prince George's County Public School System attending
"Read To Your Bunny" Event on Monday, March 2, 1998, at 9:30 a.m.

MESSAGE: _____

NUMBER OF PAGES (including cover): 2



Nicole Lang
00047

Board of Education of Prince George's County

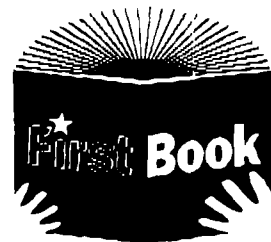
Communities Committed to Children

To: Noa Meyer
From: Dave McGloin
Re: Read Across America Guests
VIA FAX: 202-456-6244
Page 1 of 1

Randolph Carter
Evelyn Carter
Valarie Carter
Phillip McGloin
Ann Marie Kenneman
Jan Hagey
Phyllis Parks Robinson
Jerry Hergender
Brian Pascal

First Book

1319 F Street, N.W.
Suite 604
Washington, D.C. 20004
Phone (202) 393-1222
Fax (202) 393-4517



*A literacy program
in cooperation with
Share Our Strength*

FAX COVER SHEET

DATE: February 27, 1998
TO: Noa Meyer
Fax #: 456-6266
Phone #:
FROM: Christine Benero
Chief Executive Officer
Fax #: 202-628-1258
Phone #: 202-347-8153
RE: Read to Your Bunny

If you experience any problems with this fax transmission, please call 202-347-8153.

One more addition to Monday's event:

*William Duffy
National School Supply and Equipment Association*



9:45

THE WHITE HOUSE
WASHINGTON

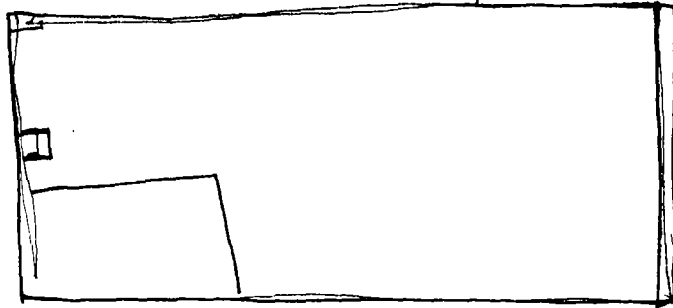


Learning Ideas

5570 Silver Hill Rd

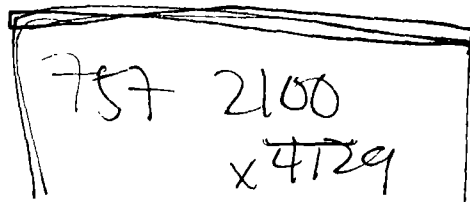
District Heights, MD

301 420 9211



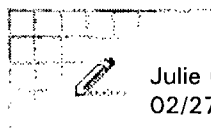
Sutland Pkwy

Silver Hill Rd South
Bound



Jacobs
Senior VP
trade

**PHOTOCOPY
PRESERVATION**



Julie O. Huffman
02/27/98 05:53:10 PM

Record Type: Record

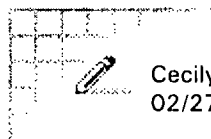
To: Noa A. Meyer/WHO/EOP

cc:

Subject: Maryland Electeds

FYI

----- Forwarded by Julie O. Huffman/WHO/EOP on 02/27/98 05:52 PM -----



Cecily C. Williams
02/27/98 05:48:47 PM

Record Type: Record

To: Julie O. Huffman/WHO/EOP

cc: Mickey Ibarra/WHO/EOP, Suzanne Dale/WHO/EOP, Christopher J. Lavery/WHO/EOP

Subject: Maryland Electeds

Glendenning is not attending!

The following elected officials will be arriving at 10:00 a.m. for the reading event on Monday with Mrs. Clinton:

State Senator Ulysses Currie & son (D)
State Representative Derek Davis (D)
State Representative Brenda Hughes (D)
Mayor of District Heights Jack Sims (D)

TO: NOA MEYERS

PER OUR TELEPHONE CONVERSATION, THE FOLLOWING MEMBERS OF THE PRINCE GEORGE'S COUNTY BOARD OF EDUCATION WILL BE IN ATTENDANCE ON MONDAY, MARCH 2, 1998 AT LEARNING IDEA – ALONG WITH FIRST LADY HILLARY CLINTON:

The Honorable Angie Como

The Honorable Doyle Niemann

The Honorable Carolyn Mills-Matthews

The Honorable Verna Teasdale

The Honorable Kenneth E. Johnson

The Honorable Alvin Thornton

The Honorable Marilynn Bland

PLEASE ADVISE IF I CAN PROVIDE ADDITIONAL ASSISTANCE.

CHERYL LANDIS

OFFICE OF THE BOARD OF EDUCATION

PRINCE GEORGE'S COUNTY

301-952-6 15

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b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

ABA

828 South Broadway, Tarrytown, NY 10591

FAX

Date: 2/27/98Number of pages including cover sheet: 3**To:**Noa MyerOffice of the First LadyPhone: 202-456-2787Fax: 202-456-6244cc:**From:**Jill PerlsteinABAPhone: (800) 637-0037, ext. 283Fax: (914) 591-2720**REMARKS:**☐ Urgent☐ For your review☐ Reply ASAP☐ Please comment

Dear Noa,

- 1) Our press release
- 2) Barbara Bonds Thomas' remarks
- 3) Please add Chuck Kennedy to our guest list. He is a freelance photographer with White House Credentials. His phone number is P6(b)(6) 6008]
- 4) I only got the cover sheet of your fax to me....please re-fax information.

Talk to you soon,

Jill

Nicole R. Rabner

02/27/98 05:06:27 PM

Record Type: Record

To: Noa A. Meyer/WHO/EOP

cc:

Subject:

Will you add Chris McCannell (Hoyer's office) to the invite list?

Also, please put a note in HRC briefing:

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

Office of the First Lady

Fax: (202) 456-6244

Comments: Revised

February 27, 1998

**MEMORADUM FOR PRESCRIPTION FOR READING/READ ACROSS AMERICA
EVENT PARTICIPANTS**

FROM: **Nicole Rabner and Noa Meyer**

Thank you very much for agreeing to participate in the event on Monday, March 2 to mark the culmination of the Prescription for Reading Partnership's *Read to Your Bunny* Campaign and to honor Dr. Seuss' birthday. As many of you have requested, we are providing you with the details of Monday's event. They are as follows:

- The Prescription for Reading / Read Across America event will be divided into two parts: (1) a brief speaking program; and (2) a reading of *Read to Your Bunny* by Rosemary Wells.
- All invited guests and participants should arrive at Learning Ideas (5570 Silver Hill Road, District Heights, MD) between 9:30 am and 9:45 am. Seats will be provided to all invited guests.
- The speaking program will include: Barbara Bond Thomas, President of the ABA; Robert Chase, President of the National Education Association; Congressman Stenny Hoyer; and First Lady Hillary Rodham Clinton.
- The First Lady will close her remarks by welcoming fifteen children from the John E. Edward Howard Elementary School Head Start Center. The children will be escorted into the room by the Cat in the Hat and will join Rosemary Wells and the First Lady in a reading circle. Rosemary Wells will read from *Read to Your Bunny* while the First Lady and the children follow along.

Thank you again for your participation and your help in making this event a success. We look forward to meeting you.

Withdrawal/Redaction Marker

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
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006. memo	Christine Benero to Noa Meyer re: phone number [partial] (1 page)	02/27/1998	P6/b(6)
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COLLECTION:

Clinton Presidential Records
First Lady's Office
Bobbie Greene
OA/Box Number: 15627

FOLDER TITLE:

PFR [Prescription for Reading] List

2012-0872-S
rc932

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

P1 National Security Classified Information [(a)(1) of the PRA]
P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
P3 Release would violate a Federal statute [(a)(3) of the PRA]
P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

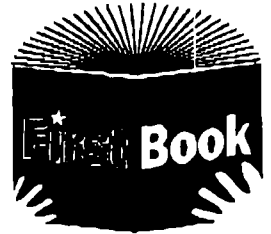
RR. Document will be reviewed upon request.

Freedom of Information Act - [5 U.S.C. 552(b)]

b(1) National security classified information [(b)(1) of the FOIA]
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★ First Book

1319 F Street, N.W.
Suite 500
Washington, D.C. 20004
Phone (202) 393-1222
Fax (202) 628-1258



February 27, 1998

MEMORANDUM TO: Noa Meyer
FROM: Christine Benero
RE: Monday, March 3 Event

1 page total

**Children from John E. Howard Elementary School - Head Start Center
Monday, March 3, 1998**

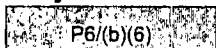
1. Tiara Mackall - 4
2. Clifton Kibler - 5
3. Kendall Williams - 4
4. Erica McMoore - 5
5. Ricky McGill - 4
6. Eric Hudson - 4
7. Alyson Levine - 3

Additional Adults

Maggie Bailey — First Book
Susan Wimmer — First Book
Steve Threlfall — First Book
Christine Benero — First Book
Lisa Stewart — First Book

You will be receiving under separate cover a list of attendees from the Superintendent's office of Prince George's County.

If you need to reach me over the weekend, please do not hesitate to contact me at home at

 I look forward to meeting you on Monday.

60063



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Withdrawal/Redaction Marker

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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
007. list	Guest list for event with Mrs. Clinton re: SSNs and DOBs [partial] (1 page)	02/27/1998	P6/b(6)

COLLECTION:

Clinton Presidential Records
First Lady's Office
Bobbie Greene
OA/Box Number: 15627

FOLDER TITLE:

PFR [Prescription for Reading] List

2012-0872-S
rc932

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

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C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

Freedom of Information Act - [5 U.S.C. 552(b)]

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b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

Guest List for Event with Mrs. Clinton**1. Bob Chase**

P6/(b)(6)

[007]

2. Jack Kimmaman

P6/(b)(6)

3. Kathleen Lyons

P6/(b)(6)

4. Scott Suchman

P6/(b)(6)

5. Herb Cheyette

P6/(b)(6)

6. Dave McGloin

P6/(b)(6)

7. Naomi Janette Bell

P6/(b)(6)

8. Karl Pence

P6/(b)(6)

Noa,

This is an initial list of names. I will mail you an additional list shortly.

Dave

TO: NOA MEYER

FROM: DAVE MCGLOTHLIN

PAGES: 2

FAX #: 456-6244

FAX COVER SHEET**National Education Association
Communications****1201 Sixteenth Street, NW
Washington, DC 20036****Phone: (202) 822-7200****FAX: (202) 822-7292**DATE: 2/27Number of pages including cover sheet: 3

TO:	Ndz Meier
	Off. of the First Lady
PHONE:	
FAX:	456-6244

FROM:	Susan Whitmore
PHONE:	(202) 822-7257
FAX:	(202) 822-7292

REMARKS:

ABA

828 South Broadway, Tarrytown, NY 10591

FAX

Date: 2/27/98Number of pages including cover sheet: 2**To:**Noa MyerOffice of the First LadyPhone: 202-456-2787Fax: 202-456-2878cc:**From:**Jill PerlsteinABAPhone: (800) 637-0037, ext. 283Fax: (914) 591-2720**REMARKS:**☐ Urgent☒ For your review☐ Reply ASAP☐ Please comment

Dear Noa,

Here's the ABA's guest list. Barbara Bonds Thomas' bio will follow shortly.

Sincerely,



Jill Perlstein

Withdrawal/Redaction Marker

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
008. list	American Booksellers Association's guest list re: addresses, phone numbers, SSNs, and DOBs [partial] (1 page)	03/02/1998	P6/b(6)

COLLECTION:

Clinton Presidential Records
First Lady's Office
Bobbie Greene
OA/Box Number: 15627

FOLDER TITLE:

PFR [Prescription for Reading] List

2012-0872-S
rc932

RESTRICTION CODES

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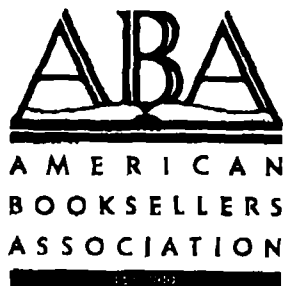
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RR. Document will be reviewed upon request.

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American Booksellers Association's guest list for March 2, 1998:

Barbara Bonds Thomas (president of ABA)

Toad Hall, Inc.

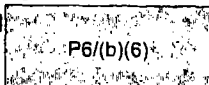
1206 W. 38th Street, Suite 1101

Austin, TX 78705

ph: 512-323-2665

DOB:

SS#:



[6008]

Valerie Lewis

Hicklebee's

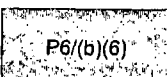
1378 Lincoln Avenue

San Jose, CA 95125

ph: 408-292-8880

DOE

SS#:



Jill Perlstein

ABA

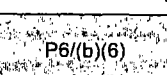
828 South Broadway

Tarrytown, NY 10591

ph: 914-591-2665, ext. 283

DOI

SS#



Fern Jaffe

Paperback Plus

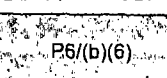
3718 Riverdale Avenue

Bronx, NY 10463

ph: 718-796-3119

DOE

SS#



Brian Weese

Bibelot

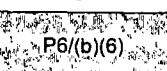
1819 Reisterstown Rd.

Baltimore, MD 21208

ph: 410-653-5880

DOE

SS#



FOSTERING ECONOMIC, POLITICAL AND SOCIAL ACTION SUPPORTIVE OF A DIVERSE AND COMPETITIVE BOOKSELLING ENVIRONMENT

828 SOUTH BROADWAY • TARRYTOWN, NY 10591

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

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 *publicity manager*
Adam Hirschfelder, Scholastic - *corporate communications*
~~Steve Cohen, Scholastic~~
Rosemary Wells, author
Robert Giroux, photographer

Please call if you have any questions.

First Book

1319 F Street, N.W.
Suite 604
Washington, D.C. 20004
Phone (202) 393-1222
Fax (202) 393-4517



*A literacy program
in cooperation with
Share Our Strength*

FAX COVER SHEET

DATE: February 26, 1998

TO: Nella Meyer

Fax #: 456-6244
Phone #:

FROM: Christine Benero
Chief Executive Officer
Fax #: 202-628-1258
Phone #: 202-347-8153

RE: Monday's Literacy Event

If you experience any problems with this fax transmission, please call 202-347-8153.

Three Pages Total



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★ First Book

1319 F Street, N.W.
Suite 500
Washington, D.C. 20004
Phone (202) 393-1222
Fax (202) 628-1258



MEMORANDUM

TO: Nella Meyer

FROM: Lynda Lancaster and Christine Benero

DATE: February 26, 1998

RE: **Read To Your Bunny Event**

On behalf of First Book and the Head Start Center at John E. Howard Elementary School, we are delighted to present you with the following information. If there is any further information we can provide, please do not hesitate to contact us. We look forward to seeing you on Monday, March 2nd.

The following children from **John E. Howard Elementary School - Head Start Center** will be attending the book reading event with Mrs Clinton:

Mr. Anthony Davis — age 4
Ms. Sara Hammett — age 4
Ms. Brcona Pinkney — age 5
Ms. Paris Brown — age 4
Mr. Demetrius Harris — age 4
Ms. Cowanna Brown — age 5
Mr. DaShawn Short — age 4
Mr. Devonte Barnes — age 5

The children will be accompanied by:

Ms. Nancy Parker Smith, Head Start Program, Education Coordinator
Ms. Tracy Henderson, Head Start Program — Teacher's Assistant.

The John E. Edward Howard Elementary School Head Start Center is a part of the Prince George's County Public Schools Head Start Program. Its mission is to provide an integrated system of quality services to participating families and eligible children by encouraging self-sufficiency, and supporting the growth and development through family and community partnerships. Currently there are 19 Head Start Centers in Prince George's County providing nearly 1,000 low income families with the opportunity to strengthen their chance for success.



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Nella Meyer Memo
Page Two

Representing First Book on Monday will be:

Lynda Lancaster, Director of Community Outreach

Lee Wilson, Director of Programs

Adrienne Watts, Foundation Director, National School Supply and Equipment Association

Again, if there is any further information we can provide, please call. The event looks to be a grand success.



"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*.

(more)



CANDLEWICK PRESS
2067 Massachusetts Avenue
Cambridge, Massachusetts 02140



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



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



555 Broadway
New York, New York 10012

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.

FAX COVER SHEET**SCHOLASTIC**

555 Broadway, New York, NY 10012-3999

(212) 343-6100

Date: 2/24/98
Time: _____# OF PAGES: 8
(including cover)Receiving PartyTo: Nicole Radner

Company: _____

Fax Number: _____

Sending Party:From: Alan CohenDirect Phone: 212 343-7706

Fax Number: (212) 343-7734

Remarks

2/24/98

MEMORANDUM

TO: Jennifer Klein
Nicole Rabner

via fax (202) 456-2878

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

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

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.

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!



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

HYPERION
BOOKS for CHILDREN

114 Fifth Avenue
New York, New York 10011

SCHOLASTIC

555 Broadway
New York, New York 10012

(more)

Page 2

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.

###

**Prescription for Reading Partnership
Key Contacts**

Christine Benero, Chief Executive Officer
First Book, 202-393-1222

Steve Cohen, Managing Director
Scholastic Books, 212-343-6586

Barry Zuckerman, MD, Founder
Perri Klass, Medical Director
Elaine Grossman, Development Director
Reach Out and Read, 617-534-5701

Dan Hawkins, Jr., Vice President for Policy
National Association of Community Health Centers, 202-659-8008

Jackie Noyes, Associate Executive Director
American Academy of Pediatrics, 202-347-8600

Lisa Tate, Vice President for Public Affairs
National Association of Children's Hospitals and Related Institutions, 703-684-1355

Phil Schneider
National Association of Chain Drug Stores
703-549-3001

Oren Teicher, Director of Governmental Affairs
American Booksellers Association
914-591-2665 x267

Michael Levine, Program Officer
Carnegie Corporation of New York, 212-371-3200

Susan Roman, PhD, Executive Director
Association for Library Service to Children, American Library Association,
312-280-2162

~~Debbie Fine~~ Ann O'Leary
American Reads, U.S. Department of Education, 202-401-8888

Prescription For Reading
Wednesday April 16, 1997
Roosevelt Room

List of Participants

Daniel R. Hawkins, Jr.
Vice President, Government Relations, National Association of Community Health Centers
Washington, D.C.

Marilyn H. Gaston
Director, Bureau of Primary Health Care
Department of Health and Human Services
Washington, D.C.

Jeanne Simon
United States National Commission on Libraries and Information Science
Washington, D.C.

Robert S. Willard
United States National Commission on Libraries and Information Science
Washington, D.C.

Trude A. Haecker, M.D.
Medical Director and Pediatrician
Philadelphia, PA

Lisa M. Tate
Vice President, Public Affairs, National Association of Children's Hospitals
Alexandria, VA

Mr. Richard Robinson
Chairman & CEO, Scholastic Inc.
New York, NY

Steve Cohen
Managing Director, Scholastic Inc.
New York, NY 212-343-6586

Dr. Ernest Fleishman
Senior Vice President, Director of Education, Scholastic Inc.
Old Greenwich, CT

Betty King
Vice President, Annie E. Casey Foundation
Baltimore, Maryland

J. David Officer
President, Mellon Trust
Boston, MA

Joanne Y. Jaxtimer
Vice President of Corporate Affairs, Mellon Trust
Boston, MA

Christopher M. Condrón
President and Chief Executive Officer, The Dreyfus Corporation
New York, NY

Patrice M. Kozlowski
Vice President, Corporate Communications, The Dreyfus Corporation
New York, NY

Barry S. Zuckerman, M.D.
Boston Medical Center
Boston, MA

Perri Klass, M.D.
Boston Medical Center
Boston, MA

Dr. Robert Needlman
Rainbow Babies and Children's Hospital
Cleveland, Ohio

Elaine Grossman
Department of Pediatrics, Boston Medical Center
Boston, MA

Susan Roman
Executive Director, Association for Library Service to Children
American Library Association
Chicago, IL

Maria Salvadore
D.C. Public Library
Washington, D.C.

Oren J. Teicher
American Booksellers Association
Tarrytown, NY

Robert Hannemann M.D.
President, American Academy of Pediatrics
Lafayette, IN

Peter Gold
Chairman of the Board, First Book
Washington, D.C.

Kyle Zimmer
President, First Book
Washington, D.C.

Christine Benero
Chief Executive Officer, First Book
Washington, D.C. 202-393-1222

Joan Abramowitz
Division Vice President of Marketing, Random House Children's Publishing
New York, NY

Kelly Grunther
Director of Public Relations, Random House Children's Publishing
New York, NY

Michael Levine, Ph.D.
Carnegie Corporation of New York
New York, NY

Ruth Graves
President, Reading is Fundamental, Inc.
Washington, D.C.

James Wendorf
Director of Programs and Planning, Reading is Fundamental, Inc.
Washington, D.C.

Todd Dankmyer
Senior Vice President, Communications, National Community Pharmacists Association
Alexandria, Virginia

Kathryn Kuhn
Vice President, Professional Affairs, National Community Pharmacists Association
Alexandria, Virginia

Margaret D. Garikes
American Medical Association
Washington, D.C.

Patricia Goodrich
Director, Corporate Initiatives, ABC Television
New York, NY

Linda DuRoss
Junior League
Washington, D.C.

Amy Littlefield
Junior League
Washington, D.C.

Judith Platt
Director, Communication, Association of American Publishers
Washington, D.C.

Rosemary Wells
Author, Illustrator for Children
Briarcliffe Manor, NY

Marjorie Kaplan
Executive Vice President, Lancit Media Entertainment
New York, NY

Diane B. Frankel
Director, Institute of Museums and Libraries
Washington, D.C.

Sandra Cuzzi, M.D.
Pediatrician
Washington, D.C.

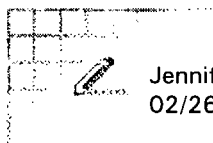
Phillip L. Schneider
Vice President for Public Affairs, National Assistant of Chain Drug Stores
Alexandria, VA

Elizabeth J. Noyes
Executive Director, American Academy of Pediatrics
Washington, D.C.

Irving B. Harris
Chairman, Harris Foundation
Chicago, IL

Paula Quint
President, Children's Book Council

Carolyn Stalley
National Institute for Literacy
Washington, DC



Jennifer L. Klein
02/26/98 04:18:57 PM

Record Type: Record

To: Nicole R. Rabner/WHO/EOP, Noa A. Meyer/WHO/EOP

cc:

Subject:

Here's where we are:

1. Site to be determined
2. Audience -- Noa gathering prioritized lists from ABA, Scholastic, First Book, ROR, NEA
3. Speaking program -- Wynn, Hoyer, ABA President Barbara Bonds Thomas, National Education Association President Bob Chase, HRC.
 - Nicole/Noa to review HRC remarks from Christy Macy
 - Nicole/Noa to speak to other speakers about remarks
4. Reading Session
 - I spoke with Dave McLain about the Cat in the Hat's role. Nicole, I left you a packet of pictures, etc.?? I said he will sit with the First Lady and Rosemary Wells. This needs to be reinforced -- I worry that he envisions a larger role for the Cat.
 - Noa should call Steve Cohen or Alan Cohen at Scholastic with info about where RW needs to be and what her role will be
5. Contact Members
6. Noa to call First Book to arrange children
7. Noa/Nicole to finish briefing
8. Make decision about meet and greet
9. Contact at ABA for all costs, logistics, etc is Jill Perlstein
10. It sounds like press is under control, but you may want to check in.

THANKS SO MUCH FOR ALL YOUR HELP!

February 25, 1998

Facsimile

TO: Jennifer Klein
White House

FAX 456-2878

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

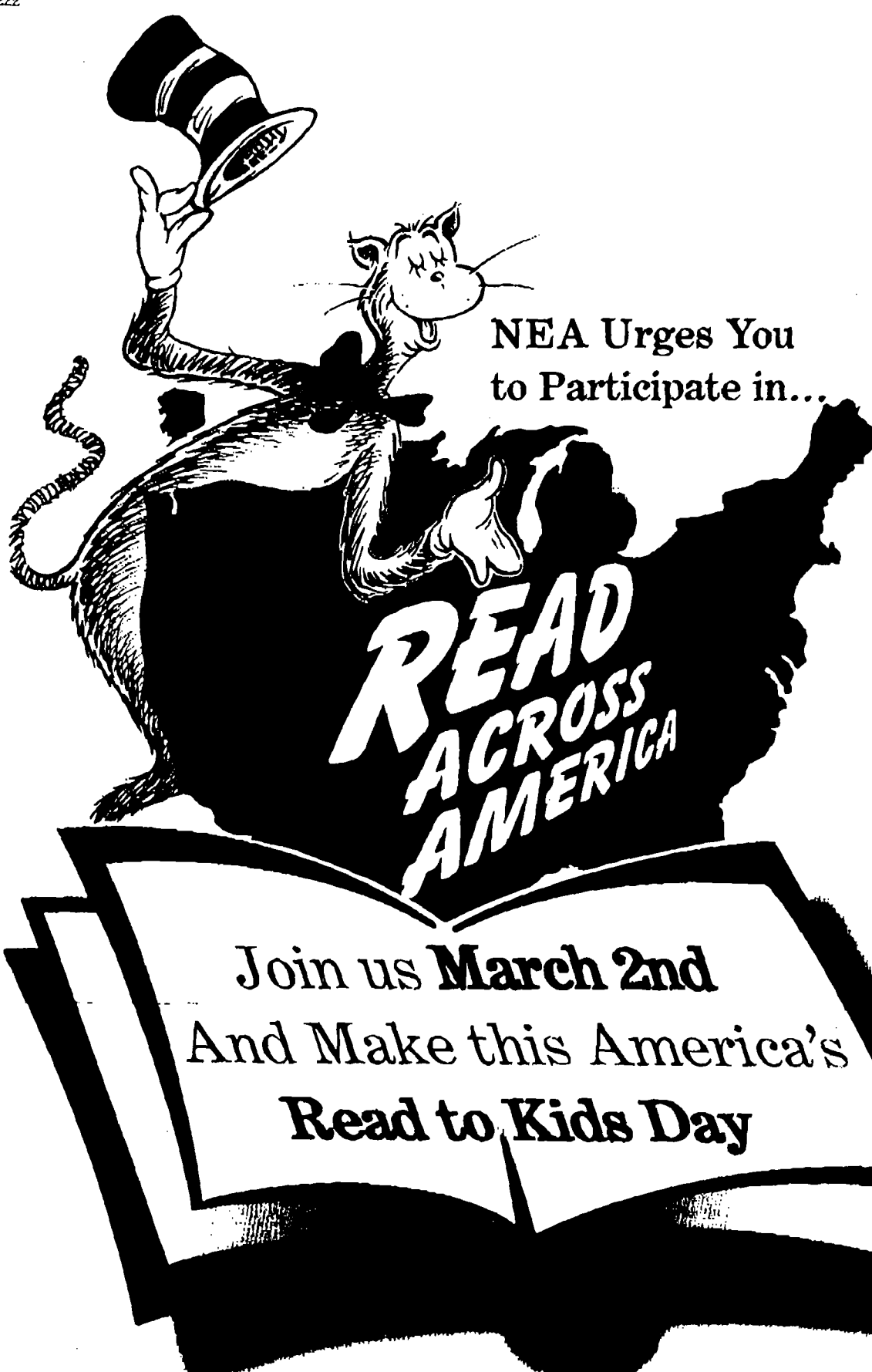
FAX 202/822-7482

// Pages 14 (including this page)

COMMENTS:

If you did not receive all pages, please call the sender as soon as possible. If this facsimile was sent to the wrong number, we would appreciate a call so we can send the fax to the correct number.

222



**NEA Urges You
to Participate in...**

**READ
ACROSS
AMERICA**

**Join us March 2nd
And Make this America's
Read to Kids Day**

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



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

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.

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

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 Morrisette 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.

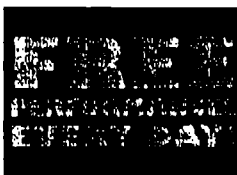
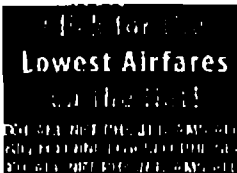
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A Leading Reading Idea

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-muffled 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 dopping 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
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 celebrities 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.

SUPPDE

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

**First Lady Hillary Rodham Clinton Participates in Launch of Baltimore Partnership
to Prescribe Reading to Infants and Toddlers
June 10, 1997**

"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 with their young babies seriously."

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

Today, First Lady Hillary Rodham Clinton will participate in the launch of a Baltimore partnership to bring pediatricians, hospitals, health centers, book publishers, libraries and others together to make sure that infants and toddlers who come to the doctor have access to books and are read to regularly. The Baltimore initiative is part of a new national effort to urge pediatricians to routinely "prescribe" that parents read to their young children. Mrs. Clinton called for the creation of this effort at Georgetown University Medical Center on January 10, 1997, and she announced the national partnership at the White House on April 16, 1997. The American Academy of Pediatrics now recommends that pediatricians prescribe reading to infants and toddlers as part of standard pediatric care.

The Baltimore Partnership will build on the Reach Out and Read Program, in which volunteers read to children in waiting rooms, health care providers prescribe reading, use books in well-visits, and give books to children at the end of a visit. This model program is already being used in more than 80 health centers and hospitals around the country.

The National Partnership Has Already Secured:

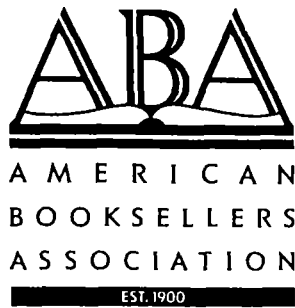
- More than 250,000 books to be distributed through health clinics and centers around the country;
- Commitments to train 10,000 pediatricians and 950 community health centers to prescribe reading and provide books to hundreds of thousands of children by the year 2000.

The National Partnership, Led by Reach Out and Read, Scholastic, Inc., and First Book, includes the American Academy of Pediatrics, National Association of Community Health Centers, National Association of Children's Hospitals and Related Institutions, American Library Association, Random House, Irving Harris and the Harris Foundation, Annie E. Casey Foundation, American Booksellers Association, Association of American Publishers, Mellon Trust, Dreyfus Corporation, ABC television, Reading Is Fundamental, National Association of Chain Drug Stores, and the National Community Pharmacists Association, and seeks additional partners.

Call to Ensure that by the Year 2000 Every Child Under Age Five is Read to Regularly. The First Lady is calling for every community to come together using its local library in partnership with health providers to help encourage reading to young children and ensure that every child under age five is read to regularly by the year 2000. Today, only 39% of parents with children three read to their children daily [Commonwealth Fund, 1996]. Research shows that when doctors prescribe reading and give books to low-income parents and their children, these parents are *four times* more likely to read to their children [AMA, AJDC, 8/91].

Response to the President's America Reads Challenge and the First Lady's call for a National Effort to Prescribe Reading to Infants and Toddlers. The national partnership is in direct response to the First Lady's call in January, 1997, for a national effort to build on the existing efforts to prescribe reading -- by programs such as Reach Out and Read and the American Library Association's Born to Read -- and to the President's America Reads Challenge to help parents be their children's first teachers and ensure that every child can read well by the end of third grade.

The White House Conference on Early Childhood Development and Learning underscored the Importance of Reading to Infants and Toddlers. *The White House Conference on Early Childhood Development and Learning: What New Research on the Brain Tells Us About Our Youngest Children* (April 17, 1997) explored new research which shows that reading to children in their first few years of life actually helps their brains grow in addition to enhancing their emotional and social development and laying the groundwork for vocabulary and later educational success.



COPY

October 17, 1997

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

Dear Ms. Clinton:

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

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

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

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

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

Thanks again.

Sincerely,

Oren J. Teicher

Prescription FOR READING



November 1997

Dear Bookseller:

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

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

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

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

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

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

Sincerely,

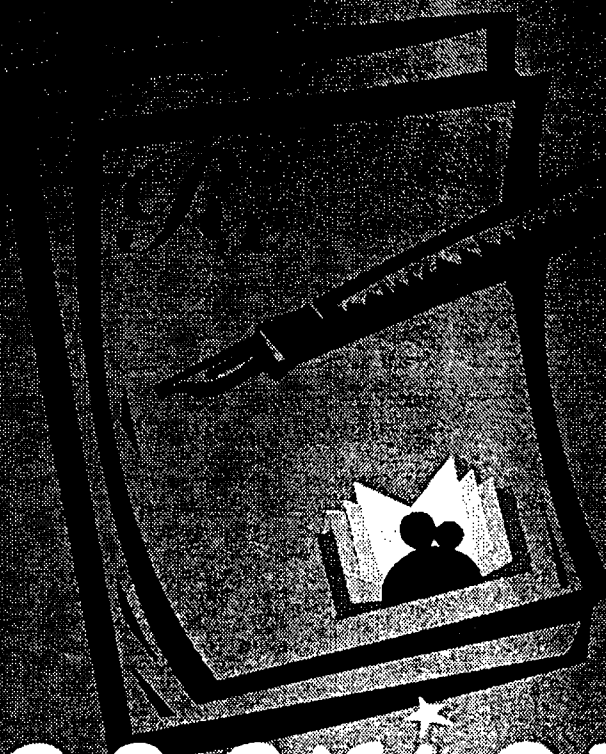
A handwritten signature in cursive script that reads 'Barbara Bonds Thomas'.

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

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

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

AMERICAN BOOKSELLERS ASSOCIATION



Prescription FOR READING MARKETING KIT

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

—Hillary Rodham Clinton
Time, February 3, 1997

Prescription for Reading

Background

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

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

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

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

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

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

DRAFT DRAFT DRAFT

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

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

The Opportunity

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

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

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

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

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

DRAFT DRAFT DRAFT

The Goal

By the year, 2000:

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

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

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

The Strategy

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

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

Reach Out and Read National Sites

139 SITES IN 38 STATES AS OF AUGUST 1997

Note to Bookseller:

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

ALABAMA

Lower Alabama Pediatrics—Brewton
Marsha Raulerson, MD

ALASKA

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

ARIZONA

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

CALIFORNIA

Cedars-Sinai Medical Center Pediatric Clinic—Los Angeles
Neil Kaufman, MD, MPH, Jan Leal, MSW
Child Crisis Center/UCLA Medical Center—Torrance
James Williams, MD
Child Health and Youth Clinic—San Diego
Barbara Bale, Amethyst Cureg, MD
Children's Hospital Oakland—Oakland
Hilary Bethke, MD, Kim Kuehnert
North Orange County Youth & Family Resource Center—Anaheim
Sharon Latona, Deborah Stewart, MD
Packard Children's Hospital—Palo Alto
Suzanne Everett, Tamar Gershon, MD
San Francisco General Hospital/UC San Francisco
Elena Fuentes-Afflick, MD, Lois Epstein, MD
Sutter Merced Medical Center/Kids Care—Merced
Nancy McDonald, RN
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 Laviertes, 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 Nebblett, MD
St. Agnes Hospital—Baltimore
Barbara Burns, Michael Burke, MD
Shore Clinical Foundation—Easton
Cathleen McGrath, MD
Sinai Hospital/Greenspring Pediatric Associates—Baltimore
Rebecca Hartman, LCSW-C, Oscar Taube, MD
University of Maryland Pediatric Ambulatory Center—Baltimore
Alexa Cieslak, Virginia Keane, MD

MASSACHUSETTS

Boston Evening Medical Center—Boston
Carol Langford, MD, Ralph Schiff
Boston Medical Center—Boston
Bobbi Philipp, MD, Patricia Lawrence, PNP, Peter Schwartz, RN
Brockton Hospital—Brockton
Jacqueline Hochstin, RN, CLS & Lisa Downs, MD
Cambridge, Mt. Auburn, Somerville Hospitals
David Osler, MD
Children's Hospital—Boston
Sean 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

Reach Out and Read • National Sites

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 ■

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by Rosemary Wells

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TO BE COMPLETED BY
A HEALTH-CARE PROVIDER:

Child's Name: _____

Parent or Guardian: _____

Address: _____

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Prescription FOR **READING**

suggested reading list.
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bookseller or local librarian
for other titles:

BABIES

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

TODDLERS

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

* Available in Spanish.

Prescription **FOR** **READING**

suggested reading list:

TODDLERS (con't)

"Here, Here, Here," Said the Baby,
Barry B. Williams, Greenwillow
So Much, Trish Cooke, illustrated
by Helen Greenbury, Candlewick

"When I'm Sleepy,"
Jane Y. 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 Urama?
Deborah Guarino, illustrated by
Steven Kellogg, Scholastic

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

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

Sheep in a Jeep, Nancy Shaw,
Houghton Mifflin

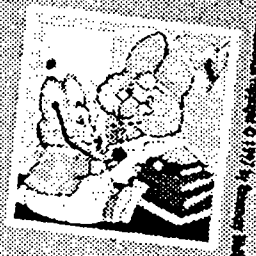
"Where the Wild Things Are,"
Maurice Sendak, HarperCollins

"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



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- ~~State Rep. Brenda Hughes~~
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- Bob Chase, President, National Education Ass.
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