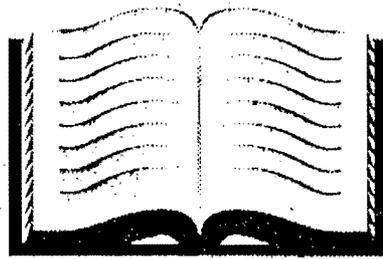


Reading by 9

*November 1997-
December 1998*



PHOTOCOPY
PRESERVATION



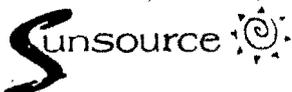
Reading by 9

An annual subscription to Reading by 9 includes all major investigative series on the topic and other selected news coverage in a commemorative binder. Subscriptions cover a full year period from January '98 through December '98.

Subscription pricing: \$24.95 plus tax (\$1.25) and shipping (\$3.50) for a total of \$29.70

Individual series will be available at the conclusion of each series for \$7.95 each plus tax (\$.40) for a total of \$8.35 .

Payment may be made by sending a check or money order to
SunSource, 501 North Calvert Street, Baltimore MD 21278
Or call (800) 829-8000 x6800 to order with a Visa or Mastercard.



**PHOTOCOPY
PRESERVATION**



501 North Calvert Street
P.O. Box 1377
Baltimore, Maryland 21278-0001
410 332-6000

January 7, 1998

Mr. L Bruce N. Reed
Domestic Policy Council
Old Executive Office Building
Washington, DC 20502

MIKE

Dear Mr. Reed:

In Maryland and across the nation, we are recognizing that too many young people are facing diminished chances for success because of their poor reading performance. At the federal level, The America Reads Challenge has been one response. At The Baltimore Sun, we have responded this fall by launching Reading by 9—a five-year initiative to inspire a measurable increase in the percentage of 9-year-olds who are able to read at, or above, third-grade level.

I'd like to introduce you to The Baltimore Sun's Reading by 9 program with our first news series about childhood literacy issues, describing why children aren't reading well and how our schools can fix the problem by proven methods. We hope this series and future Reading by 9 news coverage will serve as an important resource to educators, legislators and government officials, parents and all those concerned with childhood literacy issues. For that purpose, we will provide monthly reprints of selected Reading by 9 news coverage upon request. The Sun is very involved in community partnerships that raise awareness of the reading performance issue.

I invite you to join in the dialogue The Sun's multifaceted Reading by 9 program has sparked. If you know of other concerned individuals or groups who have a special interest in childhood literacy, please let us know so that we can send them reprints, too.

For more information about Reading by 9, please call Carol Dreyfuss, Public Relations Manager, at 410-332-6047. To request additional copies of this news series or to request future monthly reprints of selected Reading by 9 coverage, contact The Baltimore Sun's SunSource department at 410-332-6800 or sunsource@baltsun.com.

Sincerely,

Michael E. Waller

Michael E. Waller
Publisher and CEO



Printed on Recycled Paper

 A Times Mirror
Newspaper



NEWS Release

501 North Calvert Street
P.O. Box 1377
Baltimore, Maryland 21278-0001
410 332-6239

December 12, 1997
For Immediate Release
For further information contact
Carol Dreyfuss, 410-332-6047

**Baltimore Sun's "Reading by 9" Coverage Evokes Response
From Education Community and Public**

Reaction to The Baltimore Sun's Reading by 9 news coverage, a major component of the paper's five-year initiative to improve reading performance among children, points to an education community and public aroused by the major issues the series raised. The initial series focused on the ways schools teach children to read and the way colleges prepare their students to teach reading. Reader response through The Sun's Sundial call-in line, web site, and letters to the editor, along with the response on a state and national level, indicate that the series has been effective in raising awareness of the reading problem in our country. According to Baltimore Sun Editor John S. Carroll, "The positive response has been significant. Reading by 9 seems to have struck a chord."

Among educators, the reaction was swift. Just days after the first series appeared, Maryland Superintendent of Education Nancy S. Grasnack said she plans to ask the state school board early next year to require more college reading instruction courses for teachers to become state-certified. She also announced her intent to ask a state task force examining reading instruction to thoroughly review recent research, such as studies sponsored by the National Institutes of Health. The NIH studies were covered

-more-

Response to Baltimore Sun's Reading by 9 Coverage – page 2 of 2

in The Sun series.

The series has raised the level of the long-running debate over “whole language” versus phonics methods of teaching reading. The November 28 Baltimore Sun reported that Dennis Hinkle, dean of education at Towson University, took issue with The Sun’s portrayal of Towson’s program but said, “The series has helped us focus our attention.” According to Dr. Hinkle, Reading by 9 articles and subsequent discussions with fellow deans led him to plan a series of “summits” on reading beginning in 1998.

Teachers, parents and the general public have contacted The Sun. For the first series, Sundial recorded almost 600 calls, with many of the callers using up their entire allotted two minutes; and SunSpot, The Sun’s web site, reported 15,000 to 20,000 additional hits a day. Jacqueline Thomas, Sun editorial page director, characterized the volume of letters following Reading by 9 coverage as an “extraordinary” response on a single issue. Requests for reprints of the articles, available on a monthly basis or as a full-year subscription, have also been brisk.

The Baltimore Sun, which launched Reading by 9 in November, is publishing recurring news series on childhood literacy. Beginning in January, there will be regular news coverage for five years along with frequent related editorials. In addition, the Sun will introduce regular Reading by 9 feature sections including interactive family pages to involve children in reading.

The Sun’s Reading by 9 commitment also includes a tutoring program whereby Sun employees will provide between 5,000 and 10,000 hours of instruction in schools a year.

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N E W S Release

February 17, 1998
For Immediate Release
For further information contact
Carol Dreyfuss, 410-332-6047



501 North Calvert Street
P.O. Box 1377
Baltimore, Maryland 21278-0001
410 322-6047

BALTIMORE SUN LAUNCHES DAILY READING BY 9 FEATURES AND NEWS PAGES ON FEBRUARY 22

Celebrates With Reading-Centered Events for Children on February 25

Every day, there will be something new in The Sun to further the reading success of Baltimore area children.

Moving ahead on its five-year initiative to improve the reading performance of children and its large-scale commitment to the community, The Baltimore Sun will begin regular Reading by 9 features and news pages on Sunday, February 22. The **Just for Kids** feature, **Parent and Child** page, and a **Reading by 9** news page are part of a comprehensive program that includes a volunteer tutoring program and community partnerships. These interactive pages, as well as ongoing news and editorials on reading-related issues, are intended to serve as a resource for families, teachers and everyone concerned about literacy among children.

Corporate partners supporting the objectives of Reading by 9 are: WJZ-TV, Bell Atlantic, BGE, First National Bank of Maryland, Legg Mason and the University of Maryland School of Medicine.

The formal launch of the new Reading by 9 component will take place in Baltimore on Wednesday, February 25 with events motivating children to read and encouraging parental involvement in children's reading. These events are being held in conjunction with the National Education Association's planned announcement that March 2 is Read to Kids Day. That date is the birthday of the legendary children's book author, Dr. Seuss. The Baltimore area community is being asked to rally behind the nation-wide campaign by "Reading by 9 (p.m.)" to a child on March 2.

The February 25 festivities will begin at 7:40 a.m. at Penn Station with a Green

-more-

 **A Times Mirror
Newspaper**

Baltimore Sun Begins Regular Reading by 9 Features and News - page 2 of 2

Eggs and Ham breakfast for area school children with Dr. Seuss' Cat in the Hat. State and city officials will be on hand for the event, hosted by Baltimore Reads. At noon, the Cat in the Hat and celebrity guest readers will join 200 first graders at the Pratt Library to help them experience the joys of reading. Classes from two of The Sun's five partner schools, in which Sun employees are tutoring, will be present.

The introduction of regular Reading by 9 news and features follows months of in-depth coverage of reading-related issues, which evoked response from the education community and the public. The new **Just for Kids** feature will appear Monday through Saturday in The Sun's Today section. Mondays will feature *Yak's Corner* with games, puzzles, and educational stories. Tuesdays will feature [www.4kids](http://www.4kids.com), a guide to the worldwide Web. Wednesdays will feature *Sports Illustrated for Kids*. Thursdays will feature *KidNews*, a roundup of news aimed at children. Fridays will feature *Beakman*, with science projects to do at home. Saturdays will feature *Katie's Wee Do Puzzles*, a visual word game for parents and children.

The new **Parent and Child** page will appear on the Sunday and Wednesday pages of the Today section. In addition to a read-aloud selection, there will be a variety of other features including book reviews by children, reviews of reading games and software, and a question and answer column for parents.

The new **Reading by 9** news page will appear every Sunday in The Sun's Maryland section. This page will provide concentrated coverage of reading instruction and reading performance issues.

To ensure that all Sun readers are introduced to these new Reading by 9 pages, all weekend and weekend plus subscribers will receive free copies of The Sun throughout launch week, February 22 to 28.

The Baltimore Sun Company is a subsidiary of Times Mirror, a Los Angeles-based news and information company, which publishes the Los Angeles Times, Newsday, The Baltimore Sun and other newspapers; a wide array of professional information for the legal, health sciences, aviation and training markets; and consumer magazines.

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READING BY 9 FACT SHEET

The Baltimore Sun has developed and invested in a multifaceted, five-year initiative to improve the reading skills of children. Reading by 9 is a comprehensive community service program that seeks to inspire a measurable increase in the percentage of 9-year olds who are able to read at, or above, third grade level.

THE PROBLEM: Only 35.3 % of all third-graders in Maryland achieved a score of "satisfactory" or above on the state's standardized test (Maryland School Performance Assessment Program). There is evidence that children who fail to read by the age of nine, or third grade, rarely catch up in later years. This, in turn, leads to other learning obstacles that often impede success.

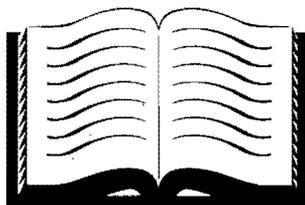
THE SUN RESPONSE: The Sun - as part of its core purpose to improve society by seeking truth and understanding - will use all its institutional components to increase public awareness of the issue, hold parents and schools accountable, and recognize performance gains.

READING BY 9 COMPONENTS:

*News and Editorials * Features * Special Sections * Employees Tutoring in Schools * Community Partnerships * Television Segments*

- 300 news articles and more than 75 editorials a year plus Reading by 9 special reports and three new features, including reading material for children and their parents, appearing regularly in The Sun
- Enhancing and expanding school partnerships through a Baltimore Sun tutorial program whereby Sun employees will provide between 5,000 and 10,000 hours of instruction in schools a year
- Recognizing reading success through an awards program for parents, students, teachers, schools and librarians
- Partnering with libraries, bookstores and the local media to sponsor book fairs, book giveaway programs and a summer reading club
- Expanding The Sun's Newspaper in Education program in conjunction with Reading by 9 goals, by providing more newspapers in schools for use in the classroom

THE COMMUNITY'S PART: Broad-based participation from other businesses and community institutions is crucial to the program's success. Through partnering activities with The Sun, other groups can help to improve reading performance and invest in an effort that will have a dramatic and lasting impact on business and society. *For more information about Reading by 9 and how you can become involved, contact Luwanda Jenkins at 410-332-6098.*



Reading by 9

Regular "Reading by 9" News and Features Begin in February

The Baltimore Sun moves forward on **Reading by 9**, its five-year initiative to improve the reading performance of children, with the introduction of the all-new:

Kids' Activity Corner, Family Interactive Page and News Roundup Page

1- FAMILY INTERACTIVE PAGE FOR PARENTS AND CHILDREN
Regular features appearing on the Sunday and Wednesday pages of the Today section on a rotating basis

- Read-aloud selection - excerpts from children's books
- Reading Snapshots - famous people share their reading memories with children
- Experts Speak - experts answer parents' reading questions
- And more: Electronic resources, Tidbit tips, Book lists, Activities

2- ACTIVITY CORNER FOR CHILDREN

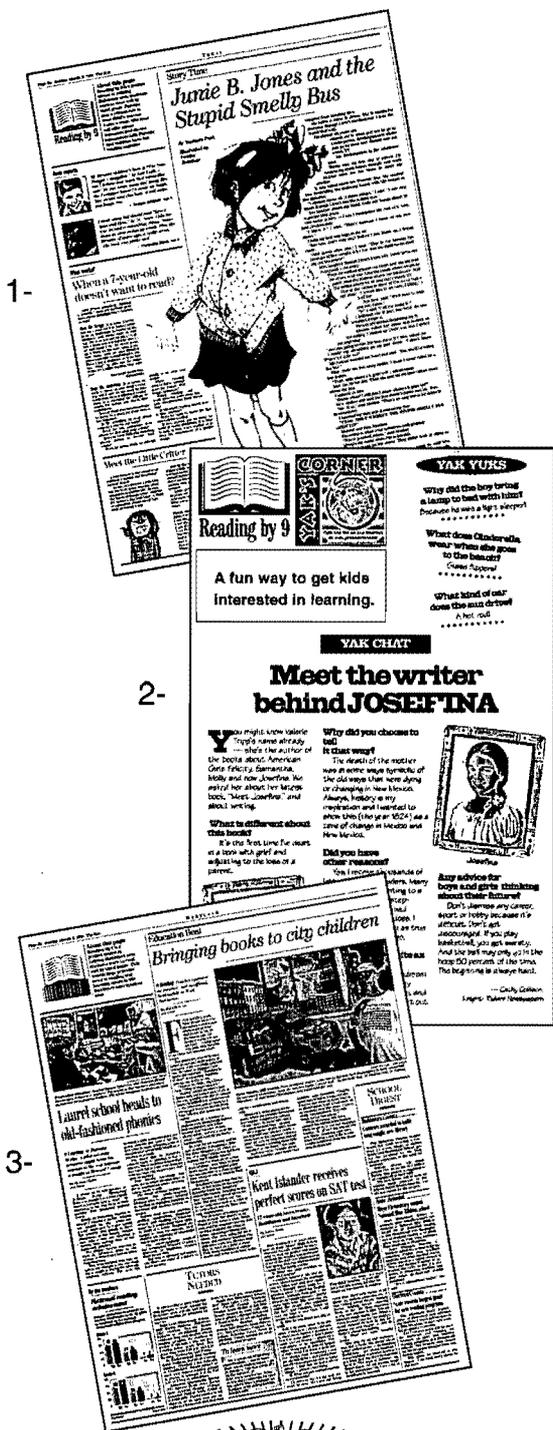
- Monday through Saturday in *The Sun's Today section*
- Monday - Yak's Corner - games, puzzles, educational stories
- Tuesday - www.4kids.com - a guide to the worldwide Web
- Wednesday - Sports Illustrated for Kids - sports and sports figures
- Thursday - KidNews - the best of the Chicago Tribune's KidNews section
- Friday - Beakman - science projects to do at home
- Saturday - Katie's Wee Do Puzzles - a visual word game for parents and children

3- READING BY 9 NEWS ROUNDUP

- A page every Sunday in the Maryland section*
- Concentrated coverage of reading instruction and reading performance issues
- A source of up-to-date information for parents, teachers and everyone concerned about literacy among children

In addition to the regular Activity Corner, Family Interactive Page and News Roundup Page, The Sun will publish frequent articles and editorials on the issues and forces affecting Reading by 9 goals.

Keep up on all the Reading by 9 news coverage, and enjoy regular Reading by 9 features for parents and children. Call 410-539-1280 to order your subscription to The Baltimore Sun.

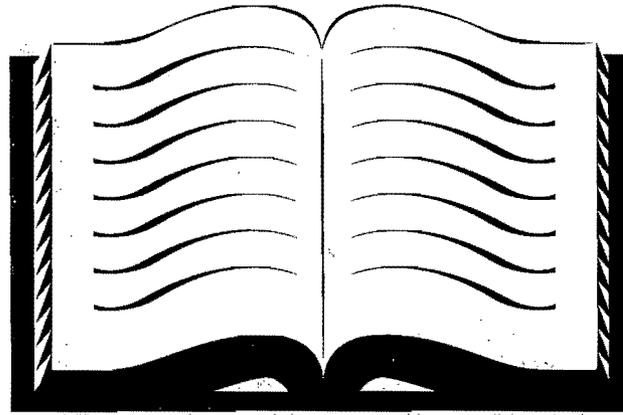


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Reading by 9

A four-part series published in *The Sun* November 2 - November 5, 1997

PART ONE

Many children aren't learning to read properly, and it doesn't have to be that way.

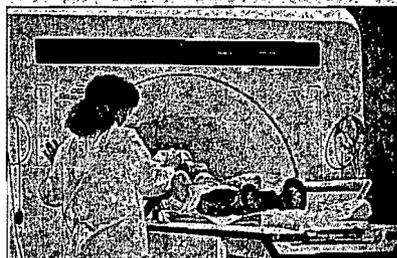


PART THREE

Among school districts, schools and even classrooms within the same school, methods of reading instruction often vary widely.

PART TWO

Research backs reading instruction that begins with teaching the sounds that make up words.



PART FOUR

Most teacher-training colleges don't prepare their graduates to teach beginning reading.



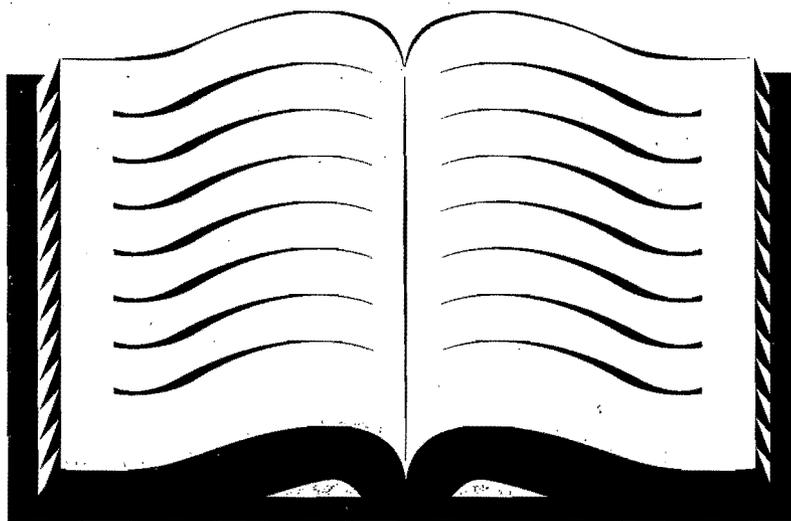
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THE  SUN



Reading by 9

Vol. II

The second collection of a series of stories
published in *The Sun* November 8 - December 31, 1997