

February 14, 2007

New Approach Is A News-Maker From Coast-To-Coast

Read Right® is working across the country to help middle and high school students improve reading ability. Here are a few examples of stories written about Read Right from a variety of national, community, and student publications. Principals and teachers report that this new approach works with all kinds of students and all kinds of reading problems:

From *Principal Leadership*, a national publication, September 2006, “Raednig Tansrfmarotoin[sic],” pages 33-37, by Melinda Reeves, principal, Decatur High School, Decatur, Texas:

“We’re overcoming reading problems every day at Decatur High School, although that isn’t supposed to happen easily or frequently for adolescents who are struggling readers. I can tell you story after story of Decatur parents who thought that there was little hope of their kids ever going on to college, but after a year or so in our (Read Right) reading program, their sons and daughters are both transformed and college bound.”

Contact: Melinda Reeves, principal, Decatur High School. Decatur teachers and classroom aides have used Read Right methodology since the Year 2000. Decatur is a National Blue Ribbon School and Ms. Reeves was the 2004 Texas High School Principal of the Year and a finalist in 2005 for National High School Principal of the Year.

From the *Willapa Harbor Herald*, Raymond, Washington, May 24, 2006, “Raymond’s reading program scores big with struggling readers” by LaRayne Watts and Joan Leach:

After several years of struggle, Michael McFadden can read. Last fall, the nine-year-old struggled with almost every word he read aloud, mispronouncing words dropping words altogether, and pausing to think between words. Not any more. Now, the third grader can read second- and third-grade books aloud confidently and with total comprehension. Holding a book on whales, his eyes sparkle.

...School district officials are pleased with the program’s effectiveness with older students and plan to add a separate Read Right program at the junior high and high school level next year (NOTE: The programs were added beginning in the Fall of 2006).

Contact: Joan Leach, principal, Raymond Elementary School. Raymond Elementary recently was recognized by the State of Washington for significant improvement in state reading scores.

From the *Dallas Morning News*, Dallas, Texas, Nov. 25, 2006, “Reading courses provide tools needed to catch up - Irving ISD: Programs focus on older students struggling with literacy” by Katherine Leal Unmuth:

IRVING - Four teenagers with headphones sit around a table reading along with audio books. One by one, they stop their tape recorders and read aloud several sentences until MacArthur High School teacher (and Read Right tutor) Kim Duren gives her approval.

...The Read Right program is one of several strategies the Irving school district uses at the high school level. Separate from English classes, these reading courses don't require students to write essays, but instead focus on reading.

Contact: Paula Dugger, district reading coordinator, Irving ISD, Irving, Texas. Read Right is used by 30 Irving ISD elementary, middle, and high schools for students with the most severe reading problems.

From *Hi-Herald*, Bismarck, North Dakota, May 19, 2006, a student publication of Bismarck High School, "Read Right wins over students" by Nikkole Martin:

There was a time when struggling readers were simply out of luck. However, those days have come to an end. At the beginning of the 2005-2006 school year a new class appeared at Bismarck High School. Read Right was a program designed to help students who were having trouble with reading or wanted to become better readers in general. The program has proved to be a success, but that was no shock to the lead instructor [Kim Kranz] for the class.

"I have kids that are in the learning center that have been labeled with mental retardation and other labels that are doing just fabulously well, (said Ms. Kranz). I have jocks and I have goths and I have every kind of a cross-section of a kid you can think of in here. And it works for all of them just the same."

Contact: Kim Kranz, teacher and certified Read Right tutor, 360-427-9440. Ms. Kranz is now a Read Right school consultant.

Reading Problems *Can* Be Solved

Government-funded experts estimate that three out of four children who have a reading problem after the age of 9 are destined to carry that problem throughout their lives. *We disagree.*

Struggling Readers Need The Right Kind of Help

Working with more than 40,000 children, teens, and adults, we have found that *too much* focus on one area of reading (word identification) and *too little* focus on others (all of the complex cognitive activity associated with anticipating an author's message) are the reasons that more than 20 million children and teens across the United States continue to struggle with reading. Read Right small-group tutoring permanently corrects this serious imbalance.

How is Read Right different?

Read Right intentionally focuses student attention away from word identification and on anticipating the author's message through a process that involves learning to judge one's own

reading excellence in every respect. To read excellently, the brain must construct the right kind of neural circuitry to appropriately guide *every* aspect of the reading process. Read Right delivers the right kind of help to make this happen.

School administrators, teachers, classroom aides, parents, and students themselves have observed total elimination of mild to severe reading problems through Read Right methodology. Read Right is powerful and it *works*.

For more information...

Read Right methods were developed by former classroom teacher and reading specialist, Dee Tadlock, who holds a Ph.D. in education/reading. We invite you to request an information packet about Read Right by calling our office at 360-427-9440 or e-mailing us at info@readright.com.

Thank you. Please feel free to forward this message on to staff members involved with reading and reading programs.