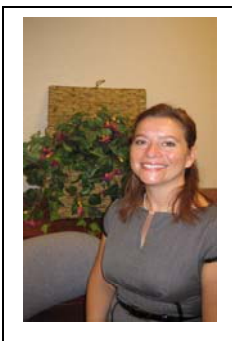


President's Message

The Florida Reading Association was thrilled to have so many of our members in attendance at our 49th annual conference this past September. Evan Lefsky planned a spectacular program for the conference. The tremendous amount of positive feedback from the conference was heartwarming. Denise Pedro, General Conference Chair for 2012, has begun much of the planning for next year's conference to be held **October 18th through October 21st**. Mark your calendar appropriately; we are shifting to a date that is a month later for next year. As this will be FRA's 50th annual conference, we will be celebrating this anniversary with special events and features. Please look for upcoming information posted at www.flreads.org and in email notifications.

In each local district, we are facing the pressures of changes being instituted. As reading professionals, the demands concerning standards, best practices, assessments, and teacher evaluation are overwhelming. At this time, it is important that we keep in the forefront those activities that promote us to be the best educators we can be. To support this effort, we are pleased to share this issue of FRA's newsletter with you. It is chock full of information from our many committees and local councils. The local councils from all around the state have been busy at work this past fall holding outstanding events designed to provide professional development and to support the work we all do each day. Many of these councils are planning for their local conferences; please take note of this information. There are many exciting opportunities to participate in or to become involved with at the local, state, and national level from contributing to the next edition of FRA's *Teachers on the Cutting Edge*, to joining IRA's Literacy Action Team email list. WE have also featured information on the *Kingdom Keeper's Quest* from Disney, *The Ocho Project*, and the Eastern Oregon Haiti Project.

As we go through the holiday season, my hope is that each of you may be able to relax and rejuvenate, spending time with the people and on the activities that you enjoy.



Sincerely,
Maria Callis



Reflections from the FRA CONFERENCE 2011!
Plan now to join us at the Shingle Creek Resort for the
50th Anniversary of the FRA Conference!
Details on page 19



COMMITTEE NEWS

Administrative Committee

Sherida Weaver, chair

The administrative committee is pleased to announce that the nomination form for Vice President is available in this issue of the FRA Newsletter. Please see pages 17 and 18 for more information.

We wish to remind you to check out the Awards and Grants page <http://flreads.org/Scholarships-Awards/scholars.htm>. Nominations for the *Marguerite Cogorno Radencich Award*, to honor Florida's Outstanding Teacher Educator in Reading Award are due in January.

Nominees for the *Marguerite Cogorno Radencich Award* shall be FRA members, affiliated with a public or private college or university in the State of Florida, and currently engaged in teacher preparation in reading at the undergraduate and/or graduate level. Please reflect upon those you know, and nominate a deserving educator! For more information, please contact Sherida Weaver at sheridaw@hotmail.com

Publicity Committee

Melinda Webster, chair

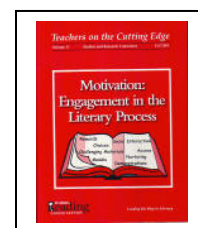
The FRA Publicity Committee is supporting the goal of increased FRA membership by making FRA membership information brochures available at FRA-sponsored events as well as on the FRA website at http://www.flreads.org/about_FRA/membersh.htm.

The Committee is currently working on a 2011 FRA Conference Highlights video montage which will be posted on the FRA website as well as continuing to support publicity for the next FRA conference.

Studies and Research Committee

Enrique Puig & Joyce Warner, chairs

The topic for the next edition of *Teachers on the Cutting Edge* is disciplinary literacy. Anyone wishing to submit an article summary for this edition can contact Joyce Warner at jwarner@barry.edu for more information and a copy of the template used for *Teachers on the Cutting Edge*. Reading professors are invited to involve their students in this writing process by including this as an assignment in the class syllabus.



Membership Committee:

Deanne Nelson, chair

It's time to renew your FRA membership for 2011-2012. Please see the membership form on page 13, or log on to www.flreads.org to renew now!

Governmental Relations

Craig Cogsden, chair

At the last FRA Board Meeting, the committee reviewed the Strategic Plan developed at the August board meeting. The goal was revised as follows: *To be proactive in advocating for the needs of FRA members through legislative action.*

In alignment with our IRA (International Reading Association) colleagues, we at FRA are researching teacher evaluation models, specifically, the drive for “Value Added” measurements. We are currently developing a position paper to be approved at our next board meeting relative to this topic.

Our base position (FRA) is that teachers welcome fair and sound evaluations that promote pedagogical and hebegogical excellence. Every possible resource should be used to further assist and support teacher learning and understanding of best practices. Any evaluation system of worth should be based upon the aforementioned understanding.

We will be looking forward to member comments. Please feel free to contact us with any inquiries, insights, or suggestions. *Thank you.*

Literacy Projects:

Pam LaRiviere, chair

Greetings from the Literacy Projects Committee!

The coordinators of FRA’s Literacy Projects work to support members and local councils by facilitating literacy initiatives that will make an impact on school communities, local communities, and international communities. Each newsletter we will spotlight one or two of our Literacy Projects to increase your awareness and promote your involvement with these projects. The goal of our committee is to promote lifelong literacy for all.

Children’s Book

Award (CBA):

Jodi Vizzi and Roberta Mann, coordinators

The development of the Children’s Book Award (CBA) was with the intent to stimulate a love for quality literature within young children. The CBA coordinators have designed a new logo for this project. It will definitely appeal to the little ones!



The children are encouraged to read or be read all eight of the books. Those that have had the opportunity to enjoy this year's nominees then have the opportunity to vote on their favorite. We have already had schools submit their votes for this year. Voting will continue through April 15th, and the winner will be announced on May 1st.

Full information regarding this year's nominees, including literacy activities, may be found using the following link: http://flreads.org/Book_Award/childrenftpage.htm. You may also contact our coordinators directly: Roberta Mann rmann45@comcast.net and Jodi Vizzi jodi.vizzi@sdhc.k12.fl.us.

Get on the Literacy Action Team email list!

Stay on top of what happens in Washington, D.C. that affects you and your students.

[Sign up here for the Literacy Action Team email list.](#)

(click *cntrl* and the link above to go to the email list)

Get notices for IRA webinars, workshops, and updates relating to Capitol Hill and the U.S. Department of Education **decisions that affect you and your work.**

Learn what simple things you can do to influence policy.

Learn more on the advocacy page of IRA's website.



Reading Endorsement Update:

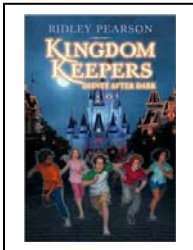
The Just Read, Florida! office has been charged with revisiting the Reading Endorsement to incorporate new research conducted since the National Reading Panel Report. Dr. Barbara Foorman, Dr. Timothy Shanahan, and Dr. Janice Dole are serving as framers and reviewers for this project. These experts delineated the content of new research and provided the framework for a team of writers representative of various locations in Florida and populations impacted by the Reading Endorsement (ESE, ELL, higher education, etc.). The writers gathered in Tallahassee and collaborated to create the draft of the new endorsement.

The "new" Reading Endorsement, which will go into effect in fall, 2011 can be found at <http://www.justreadflorida.com/docs/nre.rtf>



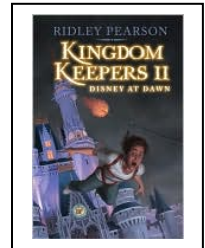
New Disney Youth Programs: Designed to Help Motivate Young Readers

Disney Kingdom Keeper's Quest: A new self guided program at Disney's Magic Kingdom Park just for elementary and middle school students!



Imagine embarking on an adventure with your students that brings literacy to life and incorporates problem solving and math skills crucial to solving puzzles while discovering clues on an encrypted battle between good and evil. The *Kingdom Keepers Quest* asks your students to decode a uniquely created map and workbook through *Magic Kingdom*® Park at the *Walt Disney World*® Resort.

Based on the book series, *Kingdom Keepers*, by author Ridley Pearson who also wrote the *Kingdom Keepers Quest*, this educational program asks you and your students to journey into the pages of the book with your own hands-on interactive experience.



Students engage their knowledge of mathematics, language arts, problem solving, and creativity to protect the Kingdom by defeating the Disney Villains known as the Overtakers all while they write their own adventure as Kingdom Keepers. This program is offered all year round.



Celebrate Florida Literacy Week at the Walt Disney World Resort



On January 26th at *Disney's Hollywood Studios*®, students are offered the unique opportunity to join a discussion with Ridley Pearson as Disney Youth Education Series honors Florida Literacy Week. Ridley will provide an inside peek at the professional life of an author and present his inspirations behind the *Kingdom Keepers* and *Peter and the Starcatcher* book series. He will also offer insight on his writing process and literary career.

Please visit DisneyYouth.com to learn more about these and other amazing learning opportunities!



The Secondary Reading Council held a brief meeting on September 10th, officially electing our new officers for the 2011-2012 fiscal year. We are excited to reorganize and are motivated to get this council up and running for all secondary educators in the state of Florida. We are looking forward

to our annual conference, to be held in Fort Lauderdale in May 2012. If you would like membership information, email Christine Hart at cristine.hart@palmbeachschools.org.

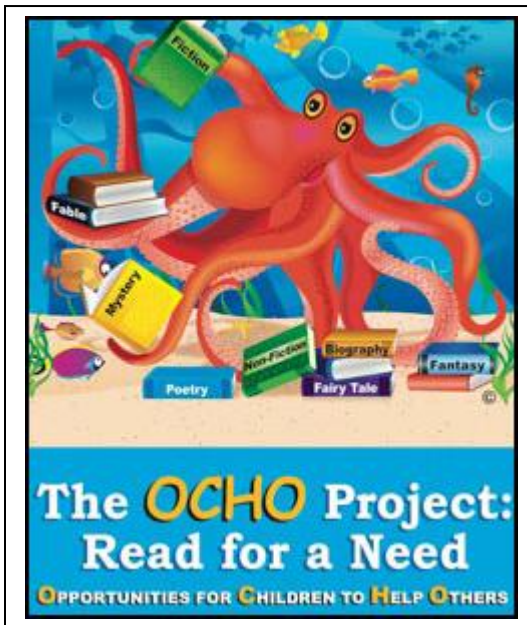
Those who hold 2010-2011 membership will have their membership extended during the 2011-2012 year.

SRC Board members for 2011-2012 pictured to the right are: Lois Haid (Treasurer), Rachelle Savitz (Vice President), Joyce Warner (President), Roxana Hurtado (Secretary), and Christine Hart (Membership).



The OCHO Project: Read for a Need (Opportunities for Children to help Others)

www.theochoproject.org



Mission of the OCHO Project: Read for a Need

Every “school community” has children who do not have books of their own. The OCHO Project is a *character based service-learning program* that is dedicated to exposing children to the joys of reading while teaching them that, through reading, they can also help others less fortunate than themselves. The prime objective of the program is to have students read, not only to expand their own knowledge but also to help “earn” books for their fellow students who have few or no books of their own. Students “serve” and “learn” while having the opportunity to “experience” eighteen character values (such as empathy, honesty, respect, and responsibility) that are integrated into the OCHO Project. Students are able to apply knowledge in real world settings by learning both inside and outside of the classroom. The project culminates with a free book fair where participating students choose books of their own to take home. Students

“pay it forward” by later sharing a few of their books with students in need in other countries. I then bring those books to a different country each year and send participating schools a power point with photos for face-to-face engagement so US students can connect with the greater world around them. OCHO is a six to eight project that links directly to reading curriculum in each grade level.

Three-fold focus

Literacy – students improve literacy skills while “earning” books for kids who have few or no books of their own.

Service Learning – students “serve” others while “learning” academic curriculum.

Character Education- students experience 18 character traits throughout the program.

How Students Get Started

1. **Read** *The Biggest and Brightest Light* to get inspired.
2. **Research** literacy to understand the need both locally and globally.
3. **Review** the OCHO Project to see how kids can make a difference.
4. **Read** 8 books and do 8 academic reading activities to enhance reading skills.
5. **Reach** for small change, bring in to school for collection jars to purchase books.
6. **Retrieve** coins and order “almost new “ books for \$1.00 each.
7. **Receive** books at OCHO book fair where all students participate in getting or giving these books (some schools give to students at a partnering low-income school).
8. **Recycle** some books by asking recipient students to share a book, if they wish, with a student who has less than they do. Donated books will be taken to Vietnam in December by Marilyn Perlyn and distributed to kids in need.
9. **Reaffirm** the need for books for children in other parts of the world through viewing a power point presentation with photos documenting the life of children in Vietnam (photos will be taken by Marilyn Perlyn at the time of the book distribution in Vietnam).
10. **Reflect** on the difference made for both students locally and globally and on the impact that was made by participating in the OCHO Project.

What Teachers Need to Do

1. Introduce the OCHO project and explain it to students.
2. Distribute handouts and collect papers that parents are to sign.
3. Set a time line for the project and a date and venue for the OCHO book fair.
4. Provide students with an opportunity to experience 18 associated character traits weekly throughout the project.
5. Place *Small Change for Big Change* collection jars in each classroom.
6. Monitor students to see that they are reading books and doing academic activities that link to reading curriculum.
7. Give award certificate to students who have both read 8 books and completed 8 reading activities.
8. Complete book order form and give it to OCHO volunteer who will collect order forms and Coins.
9. Help organize the book fair.
10. Show and discuss power point so that students can reflect and internalize what they did, who was helped, and the impact they made.

Author information:

Marilyn Perlyn is the author of the acclaimed book, *The Biggest and Brightest Light: A True Story of the Heart*, and is a dynamic and inspirational speaker. Her book, now used in schools throughout the country, was selected as the book to be given to 100 of Florida’s most outstanding teachers at the 2005 Florida Teacher of the Year awards. Marilyn’s book recently received the Dr. Toy’s Best Picks Award. Her area of expertise is in teaching educators and parents how to instill empathy and a caring spirit in children. She has raised three children who have all received local, state, and national awards for their community service efforts. Her family has been written about in eleven books and has been featured on numerous radio and television shows, including the Oprah Winfrey Show. The Perlyn family is the recipient of the national Daily Points of Light Award. Marilyn is also a recipient of the International Women’s Day Outstanding Service Award and was named one of 100 Outstanding Women in Broward County. She is the creator of The OCHO Project: Read for a Need. The OCHO Project was selected by the Broward Education Foundation as a new teaching idea of excellence.

District Directors

Local Reading Councils enhance the IRA/FRA experience by providing:

Connection: Joining a diverse group of professionals who share a passion for literacy, instruction, and student achievement, can expand professional relations and transform formal and informal learning opportunities.

Leadership outside classroom walls: Teaching can be an isolated career, but volunteer-led professional organizations develop and grow leadership skills that can be applied to a variety of areas.

Community building for a literate future: Councils engage whole communities in literacy awareness campaigns through recognition programs, community service, and special projects.

For the Regional Coordinator for your specific area, you may directly contact any local council or access them through www.FLReads.org. Click on FRA Organizations, and then click on Local Councils and Associations. Alternately, contact the IRA Coordinator Ellen Supran at esupran@aol.com.

A note from Ellen Supran, IRA Coordinator...

Many of Florida's local reading councils are well into another exciting year. Their activities and projects reflect creative thinking and extensive planning. They do much to provide support and professional development opportunities for teachers throughout the state. The following councils have all submitted the names of their officers to the International Reading Association and are councils in good standing: Bay, Broward, Duval, Lee, Okaloosa, Palm Beach, Pasco, Pinellas, Polk, and Sarasota.

The FRA Board has been delighted to welcome a number of District Directors. Joining us are Kathleen Fontaine, Lois Haid, Alice Smith, Shannon Barone, Darlene Staley, Joy Milner and Rita Meadows. We invite other active councils to also identify a representative for their council. We look forward to working more closely with our local and special interest councils.

Reminders to council leaders! All council officers must maintain current membership in IRA and FRA. If a council does not file taxes within three years, the IRS will revoke their tax status and they will need to apply for a new EIN.

Sincerely,

Ellen Supran



Regional Highlights:

Region 1

• Bay County

- The Bay County Reading Association held a general meeting coupled with a Make and Take activity session for elementary and secondary teachers on October 4, 2011. Nearly 100 BCRA members were in attendance. Mr. William Husfelt, Bay District Schools' Superintendent, opened the meeting and endorsed BCRA's mission to foster the love of reading and learning for students of all ages. Following Mr. Husfelt's welcome, Maggie Odom, the President of BCRA presided the meeting, which included a make-and-take. Bay District Schools provided funding for Adrien Fogelin to visit one elementary and one secondary school for a day—Parker Elementary and Arnold High School were the two winners. Thirty-eight door prizes were given away to BCRA members during the event.



BCRA President Maggie Odom and Bay County Superintendent of Schools, Mr. William Husfelt



A successful make-and-take in Bay County

- Planning is underway for the 27th Annual Language Arts/Reading Conference: **On Par with Reading**, to be held at Gulf Coast State College on January 28, 2012 from 7:00 a.m. to 2:30 p.m. This one day drive-in conference is a wonderful way to culminate the 2012 Celebrate Literacy Week, Florida!
- For more information, please contact Kathleen Fontaine at fontakh@bay.k12.fl.us.

Region 5

• Duval County: duvalreadingcouncil.org

- “Dollars for Magazines” We collect dollar bills at a general meeting to provide children’s magazine subscriptions for two agencies, Hubbard House and Ronald McDonald House. Hubbard House is a shelter for abused women and children.
- “Bags for Hubbard House” Each December we collect gift bags at our general membership meeting to take to Hubbard House for the children. Each donated bag includes a children’s book, small toy, toiletries, and school supplies. These bags are distributed to children in need throughout the year.
- “Festival of Trees” Each December we sponsor and decorate a themed holiday tree using one of the FRA Children’s Book Award Books at the Jacksonville Public Library. This year we are doing an *Ugly Pie* tree, which will be placed in the Children’s Department.
- For information, please contact Alice Smith at smithA4@duvalschools.org.

Region 6

• **Pinellas County**

- The Pinellas Reading Council began the year with a membership campaign kickoff and a welcome back dinner for the building reps. Board members, who attended the FRA conference, shared information about one of their favorite sessions.
- PRC's signature *Read to Me* baby t-shirts were available for sale. The year's calendar was presented, including several Professional Development opportunities, as well as members reading at local venues. Many building reps walked away with door prizes.
- PRC's first professional development workshop and dinner was with Tim Shanahan helping Pinellas educators make sense of common core standards. Dr. Shanahan's presentation was cosponsored by McGraw-Hill Education.
- Many St. Petersburg College professors and students have become members of the local council and are participating in the various events.

- For more information, please contact Margaret Adams at moonchild@tampabay.rr.com.

• **Polk County**

- Newly elected FRA District Director for Polk County, Dr. Rita Meadows, enthusiastically encouraged educators to join FRA this year.
- On October 6, Dr. Ruth Sylvester and Dr. Sherry Kragler gave a presentation that highlighted taking thinking maps to a higher level by composing poems that were based on vocabulary used in the thinking maps.
- The Polk County Reading Council is sponsoring a "Make and Take and Taste!" event to focus on the FRA 2011-2012 *Children's Book Award* nominated books. This event took place on Thursday, November 17, at 5 p.m. at the Valleyview Elementary School Cafeteria in Lakeland.

- For more information, please contact Dr. Rita Meadows at rmeadows@poly.usf.edu.

Region 7

• **Lee County**

- The Lee County Reading Council annual literacy conference was held on October 22, 2011 in partnership with Edison State College. Over 200 educators and administrators were on hand to participate in a variety of professional development workshops, to visit an assortment of educational vendors, and to network with colleagues. Keynote speakers were author Jerry Pallotta and educational consultant Evan Lefsky. At the event, the council also awarded two college scholarships and two grants.
- It is going to be a great year for the Lee County Reading Council!

- For more information, please contact Shannon Barone at ShannonMB@LeeSchools.net.

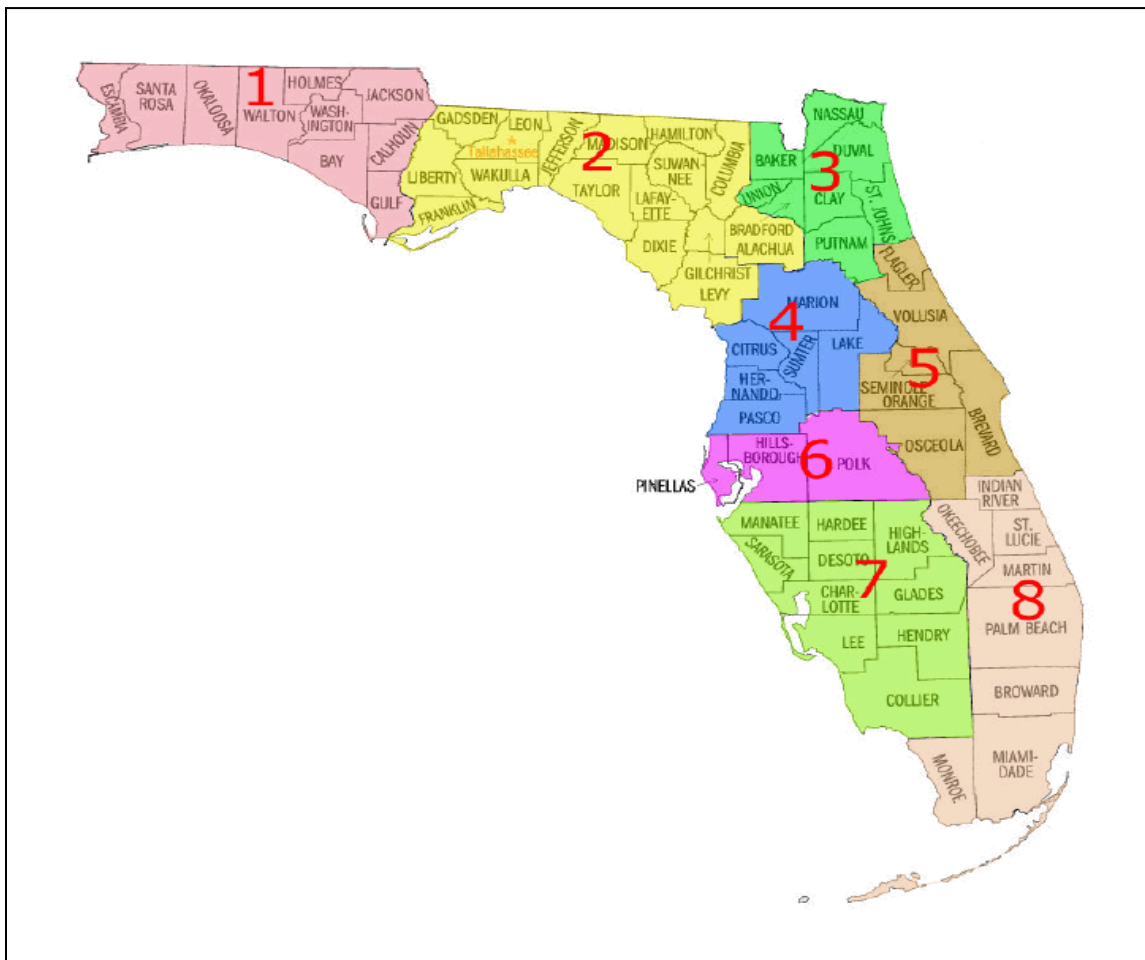
• **Sarasota County**

- The Sarasota Reading Council continues to support the South Sarasota County Habitat for Humanity. This summer and fall SRC participated in eight home dedications providing the families with a new book case and age appropriate books for the children in the family. The SRC thanks Paul Hutchinson for overseeing the project and attending every home dedication.
- The annual membership campaign has begun, with the annual Wine and Cheese Member Social on Monday, November 14. The goal is to increase membership by 20% this year.
- We are proud to announce our new District Director, Alyssa Raffaele.

- For more information, please contact Deanne Nelson at dinflorida@gmail.com.

Region 8

- **Palm Beach County:** www.pbcreadingcouncil.org
 - Upcoming Events
 - √ January 19 – “Teaching Reading with Graphic Novels, presented by Heinemann/Raintree. Dinner provided by business partner, John Bull English Pub
 - Literacy Projects
 - √ New Moms: A renewed event where new moms will be visited in three area hospitals during the month of February. Each mom will be presented with a parenting book and a new book to read to their new child.
 - √ ICU Care: This is a new project for us as a way to care and reach out to the community by providing toiletries and books to read for families and friends who wait for their loved ones to recover in critical care units in the hospital.
 - √ Habitat for Humanity: A continued project where we bring a bookcase filled with books as families move into their new Habitat for Humanity homes.
- For more information, please contact Darlene Staley at darlene.staley@palmbeachschools.org.
- **Broward County**
 - The Broward Reading Council hosted a workshop on November 5th with author Tom Tufts at the African American Library of Fort Lauderdale.
 - A second workshop is scheduled for February 5th, 2012.
- For more information, please contact Lois Haid at lhaid@bellsouth.net.



Join or renew today!



FRA Membership
P.O. Box 151555
Cape Coral, FL 33915
www.FLReads.org

Check Appropriate Box: [] New Member [] Renewal
Name _____

E-mail _____ Phone _____
(Required to receive electronic journals and newsletter)

Mailing Address _____ City _____

County _____ State _____ Zip code _____

School or Organization _____

- Occupation: [] Elementary Teacher (PreK-5) [] Secondary Teacher (6-12)
[] District/School Administrator [] College/University Instructor
[] Retired Educator [] Full Time College Student
[] Consultant/Representative [] Other _____

I am a current member of: [] International Reading Association (IRA)
[] Local Reading Council _____

Referred for membership by a current FRA member? If so, please list both

Member's name _____ Member # _____

The membership year is from July 1 through June 30. Membership applications received after March 1 will become effective immediately and extend through June 30 of the following year.

- Membership Type: [] Regular with electronic Florida Reading Journal (FRJ) \$30.00
[] Regular with print FRJ \$60.00
[] Retired with electronic FRJ \$20.00
[] Retired with print FRJ \$50.00

[] Full Time Student with electronic FRJ \$20.00
[] Full time Student with print FRJ \$50.00
Faculty Sponsor's Signature (Required) College/University

Make checks payable to: FRA

[] VISA [] MasterCard [] American Express Expiration Date: ___ / ___ (month / year)

Card # _____ - _____ - _____ - _____ Signature _____

**Èske w gen yon pasyon pou anseye?
Konsidere opòtinite sa a!**

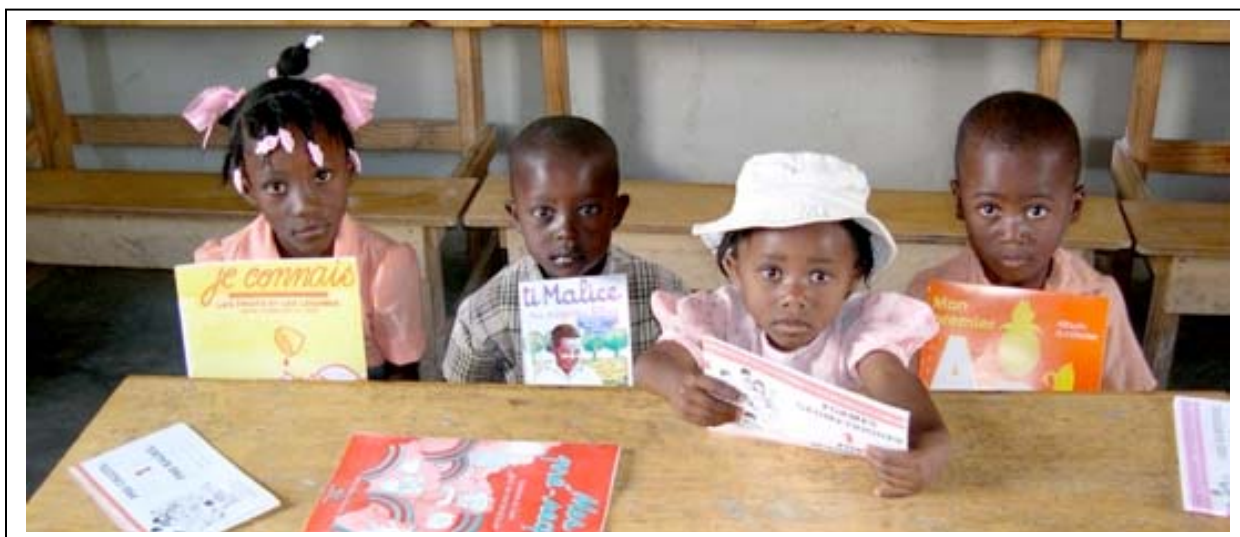
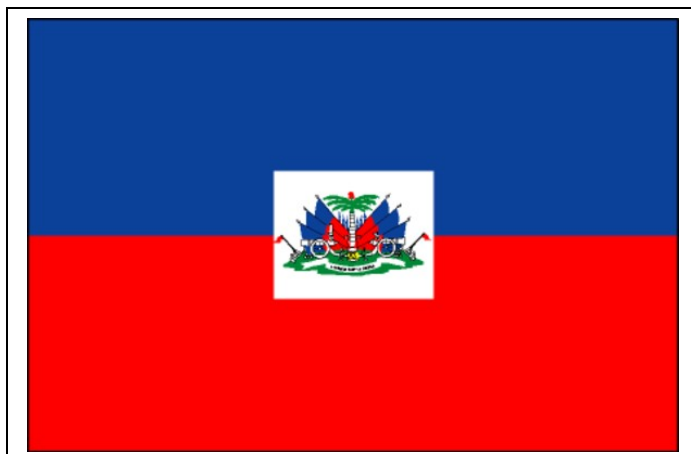
The Eastern Oregon Haiti Project was set up in 2008 by St. Paul's Episcopal Church, a small church in eastern Oregon with a big vision. In 2009 and 2010, teams of educators and medical personnel partnered with Father Noe Berneir to provide services to a local school sponsored by his church in Cap Haitien, Haiti.

The educational focus has been professional development for teachers and providing high-quality children's books in French and Creole.

One of the biggest obstacles has been language. Our team members speak very little French and no Creole. Translators provided for this group have been unreliable, especially translating ideas about educational theory and practices. To truly meet the needs of teachers at the school, they need a teacher fluent in either French or Creole to join them.

The educational team will fly to Cap Haitien January 14 and return to Ft. Lauderdale, FL January 19, 2012. The Project has a limited budget, but could pay the cost of the flight from Ft. Lauderdale to Cap Haitien and lodging expenses for a teacher able to help them.

If you speak French or Creole and have a passion for teaching, please consider being part of this unique opportunity! Contact Diane Walworth, 541-965-2468 or walworth@gorge.net for more information.



FAMILY LITERACY

A way for teachers to make parent-teacher conferences successful is by providing parents with helpful and easy ways to support their child's literacy development at home. Teachers need to emphasize the importance of wide and frequent reading outside of school for vocabulary, comprehension, and reading growth, in general.

Here are a few suggestions for making parent-teacher conferences more effective by equipping parents with effective ways to support children's literacy development at home.

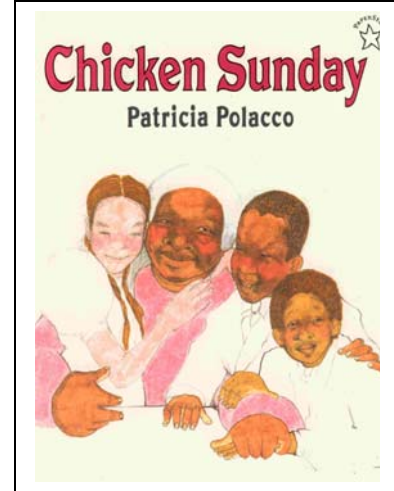
- Have a special place at home where your child can do his or her homework.
- Monitor and assist with your child's homework.
- Make time for storytelling—share stories from your childhood or family history.
- Ask your child to read aloud to you and listen to how he or she reads.
- Reading aloud with your child helps to develop his or her reading comprehension: Take time to read aloud with your child daily.
- Ask your child questions about what the story was about.
- Engage in a dialogue with your child about what he or she is learning at school.
- Point out familiar, special, difficult, or new words in books.
- Encourage your child to use a dictionary or keep a vocabulary journal.
- Create a book together.
- Make frequent trips to the public library and check out books, tapes, videos, or magazines.
- Engage your child in conversation, point out signs, words, numbers, etc. as you drive or walk through a grocery store or mall.
- Ask your child to make-up his or her ending to a book you just read together.
- Connect books, stories, or events to your own or to your child's life experiences.
- Connecting the books your child is reading to other literature he or she has read in the past.
- Connect what your child is learning to universal concepts.



- Encourage your child to read on his or her own and tell them how proud you are for his reading efforts.
- Be a role model—let your child see you read and value reading.
- Select award-winning books to read with your child.
- Consult your child's teacher and school library specialist for books to read to, and with, your child.
- Communicate with your child's teacher about concerns or questions you might have about your child's literacy development.

Sample Books for Read Alouds (Grades K-3)

- *Going Home* by Eve Bunting
- *The Library Dragon* by Carmen Agra Deedy
- *Agatha's Feather Bed: Not Just Another Wild Goose Story* by Carmen Agra Deedy
- *Tree Man* by Carmen Agra Deedy
- *Henry Hikes to Fitchburg* by D. B. Johnson
- *Papa's Stories* by Dolores Johnson
- *Henry and Amy (Right-Way-Round and Upside-Down)* by Stephen Michael King
- *Tomás and the Library Lady* by Pat Mora
- *Chicken Sunday* by Patricia Polacco
- *Thank You, Mr. Falker* by Patricia Polacco
- *Officer Buckle and Gloria* by Peggy Rathmann
- *Charlotte's Web* by EB White
- *The Memory Coat* by Elvira Woodruff
- *Owl Moon* by Jane Yolen



Vicky Zygouris-Coe, Ph.D.
University of Central Florida

EMERGENT / EARLY LITERACY

“Nuh-uh! She on TV!”



said the three-year-old to me, as she looked at my collection of *Olivia* books by Ian Falconer, proudly displayed on my bookshelves at work. We were having a conversation about Olivia, and I was trying...desperately...to convince this young person that yes, indeed, Olivia was **first** (and best!) a book....and how Olivia dreamed of becoming an opera singer, idolized the opera diva Maria Callas, wanted to become a painter, saved the circus...and all of this could be discovered by simply turning the pages in one of the most magical children’s books ever written. The television show was.....um...”ok”, but the book...please! Just look with me! The child quickly lost interest and went off to join friends.

Sadly, I returned to my work tasks, and happened to come across a news article about the American Academy of Pediatrics study on children who watch television. First, some history.....

In October 1993, an article by Frances Rauscher, Gordon Shaw, and Katherine Ky was published, detailing their study where participants who listened to 10 minutes of a Mozart sonata prior to taking IQ tests added nine points to their IQ scores. Although the research was conducted on college students, the results of the *Mozart Effect* was an industry of classical music products for infants and toddlers. Most famous of these products were the Baby Einstein videos.

However, recent research by the American Academy of Pediatrics (AAP) recommends that kids under 2 years old not watch **any** TV and that those older than 2 watch no more than one to two hours a day of “quality” programming. The AAP states that there is no such thing as an educational program for children under two years of age.

In fact, a 2007 study of infants and toddlers conducted at the University of Washington found that for infants, each additional hour per day spent watching baby DVDs was positively correlated with an eight percent **reduction** in vocabulary. In toddlers, there was **no** significant relationship between DVD viewing and vocabulary size.

Along with the AAP, Dr. Susan Linn’s substantial research shows that the first two years of life are considered a critical time for brain development. Linn, a leading children’s advocate states that play is crucial to human development. Linn’s substantial research indicates children are born with an innate capacity for make believe. However, today’s blanketed technology, along with parents – either from their stance of being protective or apathetic - actually prevents them from playing. TV and other electronic media can get in the way of exploring, playing, and interacting with parents and others, which encourages learning and healthy physical and social development. Today’s society actually considers creative play as countercultural.

While there is currently no evidence that exposure to videos causes long-term developmental problems, recent research unambiguously shows young children learn more appropriately, and simply learn more from real life interactions with people and things; rather than from situations appearing on video screens. No matter how well done, or “quality” a video is, infants and toddlers do not understand what is happening in the video, according to the AAP.

The following is published, with permission, directly from the American of Academy of Pediatrics:



TV and Toddlers

It may be tempting to put your infant or toddler in front of the television, especially to watch shows created just for children under age two. But the American Academy of Pediatrics says: Don't do it! These early years are crucial in a child's development. The Academy is concerned about the impact of television programming intended for children younger than age two and how it could affect your child's development. Pediatricians strongly oppose targeted programming, especially when it is used to market toys, games, dolls, unhealthy food and other products to toddlers. Any positive effect of television on infants and toddlers is still open to question, but the benefits of parent-child interactions are proven. Under age two, talking, singing, reading, listening to music or playing are far more important to a child's development than any TV show. For more information on your child's health, visit www.aap.org.

Best wishes;

Heidi

Heidi Maier, Ed.D.
College of Central Florida
Editor, FRA Newsletter



Seeking Nominees for Vice Presidential Candidates

It is time to nominate an FRA member for the office of Vice President of the Florida Reading Association. This position is a 4-year term to be completed as follows:

- 2012-2013 Vice President, planning for the 2013 fall conference is main task
- 2013-2014 President-elect, 2013 fall conference and assist President
- 2014-2015 President, oversee and guide all aspects of the organization
- 2015-2016 Past-President, presiding over the Administrative Committee

Nominations may be submitted using the form that is included on the next page. For further information, please contact Sherida Weaver, past president, via e-mail at sheridaw@hotmail.com.



PROCEDURES FOR FRA VICE PRESIDENT NOMINATIONS

(Policy Handbook Revision, Minutes: 3/22/85)

Nominee Selection Criteria:

1. The candidate must be a member of IRA, FRA, and a local council. List other reading groups, educational groups, or professional organizations.
2. The candidate should be actively interested in reading and express such interest through participation in various activities such as attendance and/or presentations at IRA conferences or other reading symposia, participation on committees, chairmanship of committee(s), or special events work so as to be well known as an activist promoting reading awareness.
3. The candidate should list any publications he or she has authored.
4. The candidate should have proven experience in working with a Board of Directors in local, state, or national affiliates.
5. The candidate should be in a situation that affords him/her the opportunity to be present at all Board meetings of FRA.
6. The candidate who has been defeated for Vice President may not be nominated again for the same office until a lapse of three intervening years.

How to Recommend Candidates:

1. Submit nominations in writing using this form. Each nomination must have the consent of the nominee and must be accompanied by a vita.
2. Send nomination forms to the immediate Past President of FRA, who is Chair of the Nominating Committee prior to July 1.



FRA VICE PRESIDENT NOMINATION FORM

I Recommend: _____

Home address: _____

Work address: _____

Phone: _____ E-mail: _____

Present Occupation _____

I have obtained this person's permission to nominate him/her. This person's vita is attached. The vita includes IRA, FRA, and Local Council involvement with position(s) held or committee(s) served with dates included.

Candidate is nominated by: _____

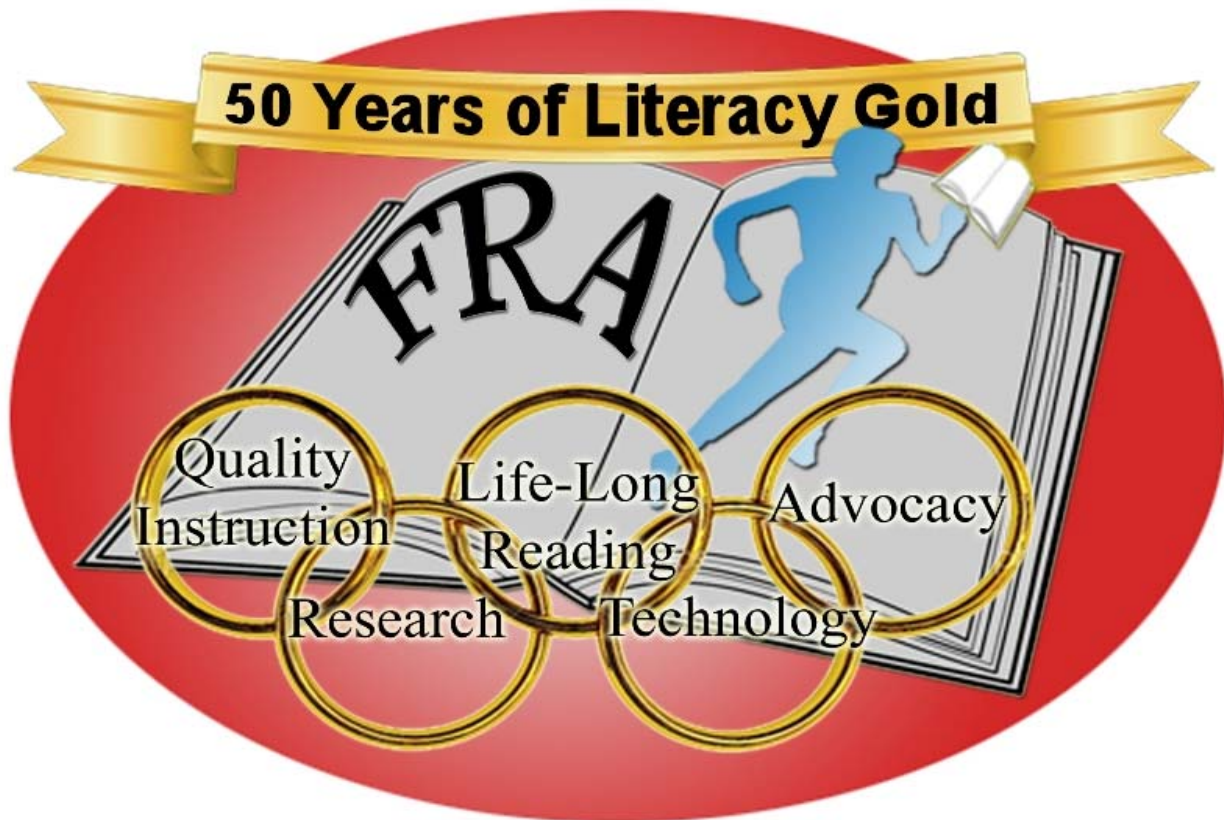
Home Address _____

Home Phone _____

Work Address _____

Work Phone _____

Send nomination to:
Sherida Weaver
603 Red Robin Rd., Seffner, FL 33584
e-mail: sheridaw@hotmail.com



FLORIDA READING ASSOCIATION 50TH ANNUAL CONFERENCE

NEW DATE

OCTOBER 18, 2012 – OCTOBER 21, 2012

**ROSEN SHINGLE CREEK RESORT
ORLANDO, FLORIDA**

Conference Presentation Strands Include:

- ~School and District Leadership
- ~Early Childhood
- ~Technology
- ~Common Core State Standards
- ~Developing Your Local Council
- ~Adolescent Years
- ~Coaching
- ~Response to Intervention

Leading the Way to Literacy



NEWSLETTER

AN AFFILIATE OF THE INTERNATIONAL READING ASSOCIATION... VOLUME XXXII, NO. 2

FALL 2011

Articles for the **next** *FRA Newsletter* should be sent to the newsletter editor:

Heidi Maier, Ed.D.
College of Central Florida, Teacher Education

E-mail: heidimaier@earthlink.net

NOTE: E-mailing articles allows the editor to cut and paste your information directly into the *FRA Newsletter*.

FRA Newsletter

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Deadlines for Upcoming Newsletter Issues:

Issue	Deadline
Fall: October/November	October 1
Winter: January/February	January 3
Spring: April/May	April 1
Summer: August	July 1

Florida Reading Association's Fall Conference, 2012



More information for the 2012 Conference

Check <http://www.flreads.org/Annual%20Conference/annual.htm> for details