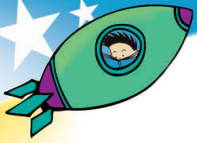




Launching Young Readers!

# READING rockets

Free reading resources for parents and educators of kids in preschool to grade 3



## What is Reading Rockets?

Reading Rockets is a national multimedia reading initiative that examines how young kids learn to read, why so many struggle, and how caring adults can help. We bring the best research-based strategies to teachers, parents, librarians, childcare providers, and anyone else involved in helping a young child become a strong reader. Our goal is to bring the reading research to life — to spread the word about the teaching of reading and to present what works in a way parents and educators are able to understand and use.

Teaching reading is a complicated task....so much so, that reading expert Louisa Moats titled her influential article about the skills and knowledge educators need to really teach reading well "Teaching Reading IS Rocket Science." That's how Reading Rockets got its name!



### Reading Rockets is online

ReadingRockets.org provides detailed information about teaching reading and helping children who fall behind. You'll find a daily news service, free monthly e-newsletters, hundreds of research-based articles, classroom strategies, an Ask the Expert feature, parent tips, professional development resources, online video and podcasts, blogs, video interviews with top children's book authors and illustrators (including Kate DiCamillo, Patricia Polacco, Jerry Pinkney, R.L. Stine, and Chris Van Allsburg), children's booklists, and much more.



### Reading Rockets is on PBS

Reading Rockets uses the power of television to show how parents and educators can help children become better readers. Each half-hour program in our *Launching Young Readers* series examines a stage young children go through in developing their reading skills. Hosts like Morgan Freeman, Annette Bening, and Henry Winkler take viewers around the country — from Portland, Oregon, to El Paso, Texas, to Arlington, Virginia — to see research-based strategies in action in homes, schools, community programs, and libraries.



### Reading Rockets offers free professional development

Reading Rockets offers free webcasts on the latest reading research. These online programs feature leading education experts covering topics like effective reading programs, assessment, pre-reading skills, teaching English language learners, writing, and parent engagement. Watch and listen to experts Steven Graham, Isabel Beck, Diane August, Mary Ruth Coleman, Robert Pianta, and others.



### Reading Rockets is social

Reading Rockets has a robust presence on Facebook, Twitter, YouTube, and iTunes. Follow us regularly to find the latest research, news, tip sheets, children's books, interviews with experts, writing contests, literacy events, and much more. To stay current, try one of our web widgets — just add to your blog, website, or social media page for daily updates.

### Visit WETA's other online education projects:

- **ColorinColorado.org** Resources for parents and educators of English language learners
- **AdLit.org** All about adolescent literacy
- **LD OnLine.org** The world's leading website on learning disabilities and ADHD
- **BrainLineKids.org** Helping kids with traumatic brain injury



# 36%

of American fourth graders read below the basic level.

*With early identification and a lot of help, children who struggle to read can flourish; without it, they are at risk for failure in school and beyond.*

### Partners & Advisors

Reading Rockets reaches the community through more than 40 national partners, including:

- American Federation of Teachers
- American Library Association
- American Speech-Language-Hearing Association (ASHA)
- First Book
- International Dyslexia Association
- International Reading Association
- National Association of Elementary School Principals
- National Association of School Psychologists
- National Education Association
- National PTA
- Reach Out and Read

Reading Rockets is guided by an advisory panel made up of leading researchers and experts in the field of reading.



Reading Rockets is a service of WETA, the flagship public broadcasting station in Washington, D.C., with major funding from the U.S. Department of Education, Office of Special Education Programs.