



**International Reading Association**

*A membership organization of literacy professionals*

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**30-second spot  
Public Service Announcement Script**

Studies confirm kids who read better do better in school and life.

How can you tell if your child is getting good reading instruction?

Here are some things to look for:

Good teachers with strong credentials in reading instruction and schools with solid professional development programs.

Classrooms with a balance of whole group, small group, and one-on-one instruction.

An interesting array of books and magazines in school and classroom libraries — that will interest kids in reading more.

All children can be taught to read. Schools just need the right teachers and resources to make it happen.

Brought to you by the International Reading Association. We teach the world to read.