

For Immediate Release

Florida Center for Reading Research Releases Highly Positive Report on Scholastic Text Talk, Vocabulary and Reading Comprehension Program for K-3 Students

New York, NY (May 4, 2006) – The Florida Center for Reading Research, created by Governor Jeb Bush to provide technical assistance to schools in the development and implementation of their Reading First grant awards, recently published a review of the Scholastic Text Talk® program, a research-based vocabulary program for K-3 students that builds oral vocabulary and comprehension skills. The report demonstrates how Text Talk is an effective response to the Reading First requirements as outlined in No Child Left Behind.

Text Talk is designed to help teachers increase the rate of vocabulary acquisition in the primary grades, with an emphasis on narrowing the vocabulary gap for at-risk children so they can catch up, thus preventing later reading comprehension difficulties. Text Talk helps educators build students' word knowledge and listening comprehension through its language-rich read-alouds, direct vocabulary instruction, and carefully crafted instructional talk.

According to the Florida Center of Reading Research report, *Text Talk* strengths include:

- The program is designed to build deep word knowledge through direct and interactive vocabulary instruction in multiple contexts;
- Teachers learn the skills underlying the *Text Talk* process to apply to other read-aloud experiences;
- The design is consistent and well-organized throughout the grade-level sequence;
- The open-ended questions encourage high-level responses, discouraging simple retelling of story details; and
- The design and content of this program are derived from a solid research base.

“Scholastic is pleased by the Florida Center of Reading Research review of Text Talk,” said Francie Alexander, Chief Academic Officer at Scholastic. “Vocabulary development is an important aspect of expanding oral language and learning to read, and Text Talk is successfully being used in classrooms around the country to challenge students to actively think about and understand big ideas and to use robust vocabulary words.”

Text Talk was developed by Dr. Isabel Beck, member of the International Reading Association's Reading Hall of Fame, and Dr. Margaret McKeown, a leading researcher in examining the effect of vocabulary instruction on reading comprehension. As required by Reading First legislation, Scholastic's Text Talk helps teachers introduce systematic vocabulary and comprehension instruction into their curriculum.

Florida Center for Reading Research reports are prepared in response to requests from Florida school districts for review of specific reading programs. The reports are intended to be a source of information about programs that will help teachers, principals, and district personnel in their choice of materials that can be used by skilled teachers to provide effective instruction. To view the entire report on Text Talk, visit http://www.fcrr.org/FCRRReports/PDF/Text_Talk_Summary.pdf

About Scholastic Education

Scholastic Education, a leader in the education marketplace, provides learning solutions through research-based technology products and multimedia supplemental instructional materials that support student achievement in grades pre-K through high school. Grounded in the most current scientific research, Scholastic Education develops technology products and services that include intervention, assessment, instruction, data management and professional development.

About Scholastic

Scholastic Corporation (NASDAQ: SCHL) is the world's largest publisher and distributor of children's books

and a leader in educational technology. Scholastic creates quality educational and entertaining materials and products for use in school and at home, including children's books, magazines, technology-based products, teacher materials, television programming, film, videos and toys. The Company distributes its products and services through a variety of channels, including proprietary school-based book clubs, school-based book fairs, and school-based and direct-to-home continuity programs; retail stores, schools, libraries and television networks; and the Company's Internet site, www.scholastic.com.

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