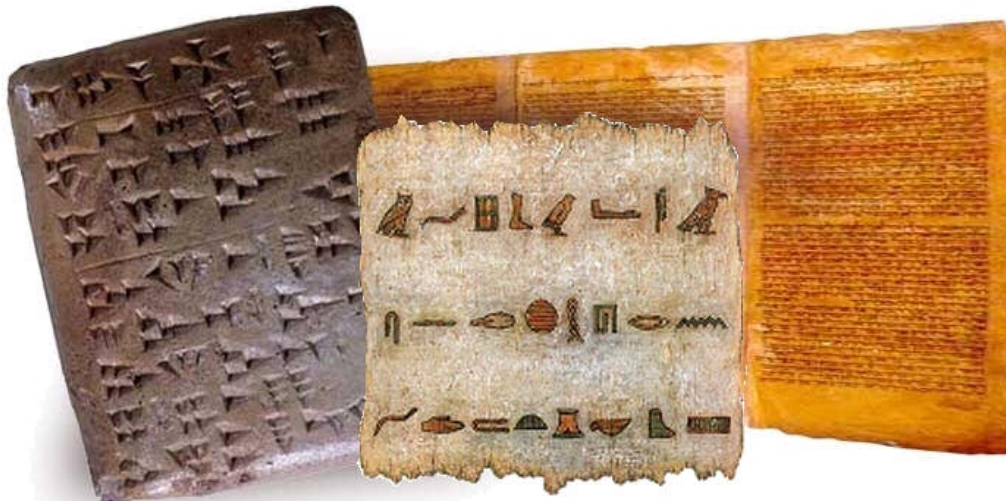


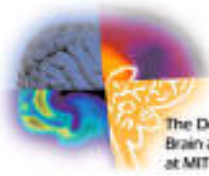


CHILDREN OF THE CODE



A PBS TELEVISION MINI SERIES



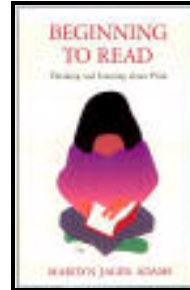
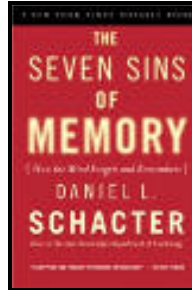
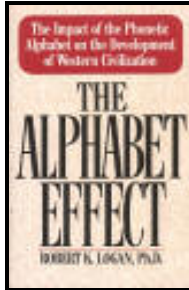
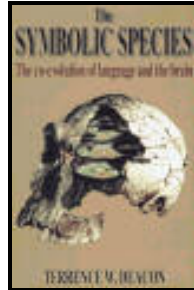
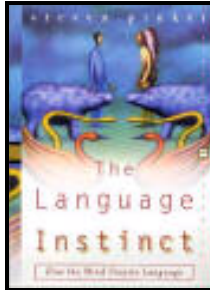


The Department of
Brain and Cognitive Sciences
at MIT



Harvard University

Reading Is Fundamental[®]



The world's top scientists, scholars and teachers have agreed to be interviewed...

Steven Pinker, Ph.D., MIT, *The Language Instinct and How the Mind Works*

Terrance Deacon Ph.D., B.U. *The Symbolic Species*

Daniel L. Schacter, Ph.D., Harvard, *The Seven Sins of Memory*

Marilyn Jager Adams, Ph.D., Harvard, *Beginning to Read*

Richard K. Olson, Ph.D., President, *Society for the Scientific Study of Reading*

David Abram, PhD, *The Spell of the Sensuous*

Jerry Johns, Ph.D., President, *International Reading Association*

Robert Wedgeworth, President, *Laubach Literacy*

Talbot J. Taylor, Ph.D, *Landmarks in Linguistic Thought*

Keith Rayner, Ph.D., *The Psychology of Reading*

Professor Donald Scragg, *A History of English Spelling*

Donald L. Nathanson. M.D., *Shame and Pride*

Ray Kurzweil, *The Age of Intelligent Machines and Are We Spiritual Machines?*

Johanna Drucker, Ph.D., Yale, *The Alphabetic Labyrinth*

Robert K. Logan, Ph.D., *The Alphabet Effect*

Dr. Leonard Shalin, *The Alphabet vs. The Goddess*

David Crystal, Ph.D., *The Cambridge Encyclopedia of the English Language*

Dr. Donald Scagg, *A History of English Spelling*

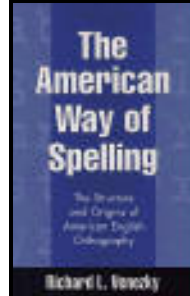
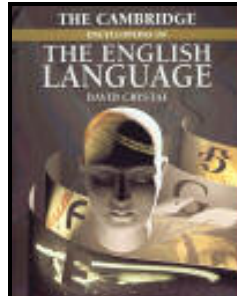
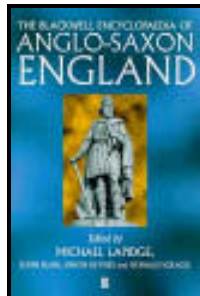
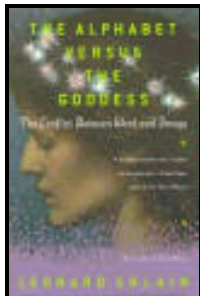
Richard Venezky, Ph.D., *English Orthography and The American Way of Spelling*

Carol Hampton Rasco, President, *Reading is Fundamental*

Marsha L. Tait, President, *Literacy Volunteers of America, Inc.*

Senator John Vasconcellos, *Chair California Senate Education Committee*

(and many others)



...about one of the most important issues in the world today.

No other skill taught in school and learned by school children is more important than reading. It is the gateway to all other knowledge. Teaching students to read by the end of third grade is **the single most important task** assigned to elementary schools. Those who learn to read with ease in the early grades have a foundation on which to build new knowledge. **Those who do not are doomed to repeated cycles of frustration and failure.**



American Federation of Teachers

Reading is not developmental or natural, it is learned. The difference between a child who has a learning disability in reading and a child who is simply a poor reader is only a difference in the **severity** of the problem. These [reading] problems are generally not developmental and do not diminish over time, but **persist into adulthood** without appropriate intervention.



Some people there are who, being grown, forget the horrible task of learning to read. It is perhaps the greatest single effort that the human undertakes, and he must do it as a child.

John Steinbeck, Nobel Prize Winner

"... an article in the Wall Street Journal reported that this nation faces an epidemic as serious as the polio epidemic in the late 50's. This new disease does not affect children physically, but is equally destructive for their future. It is called "functional illiteracy"... **This is a problem that cuts across every community, every neighborhood, and every socio-economic level.**"



The first casualty is self esteem: they soon grow ashamed... Surveys of adolescents and young adults with criminal records show that about half have reading difficulties. Similarly, about half of youths with a history of substance abuse have reading problems.



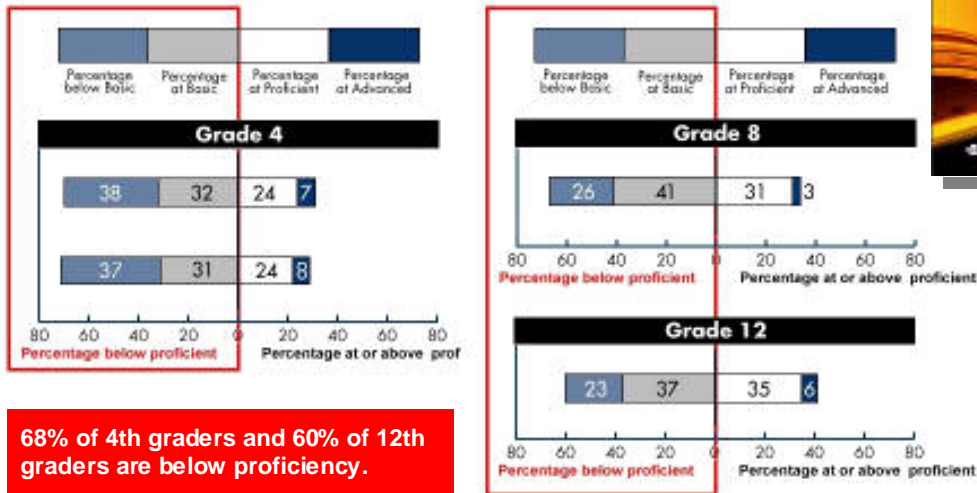
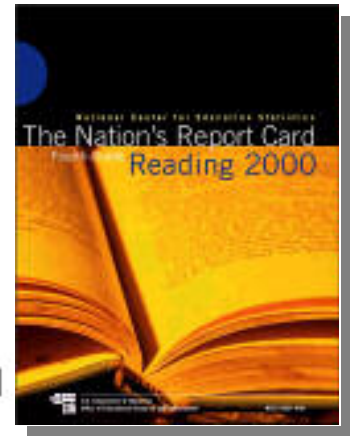
We have a genuine national crisis. More and more, we are divided into two nations. One that reads, and one that doesn't. One that dreams, and one that doesn't.

**President Bush's Executive Summary:
No Child Left Behind**



Introduction:

More than any other subject or skill, our children's futures are all but fated by how well they learn to read. Yet, even after 12 years of education, most of our children (60%) are less than proficient in reading.



Beyond the obvious academic implications, the intellectual, psychological, social and economic costs of reading improficiency are staggering:

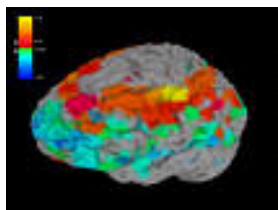
The first casualty is self esteem: they soon grow ashamed...[of their minds]



42 million adult Americans can't read; 50 million can recognize so few printed words they are limited to a 4th or 5th grade reading level. 237 billion dollars a year in unrealized earnings is forfeited by persons who lack basic reading skills, according to Literacy Volunteers of America.



We have been teaching reading for centuries. We have a national consensus on reading's importance. Why are we doing so poorly teaching our children to read? What is so difficult about learning to read?

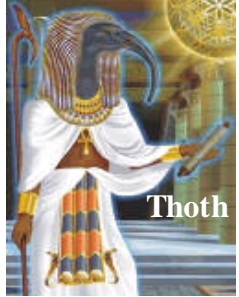


How our brains learn to read is one of the most important, exciting and interesting stories that could ever be told. Yet, very few people know about it.





חצגדכוזחטיוכרלמ
סנוסעפאלזקרשת



Thoth

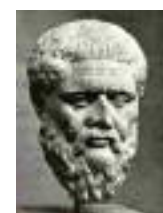
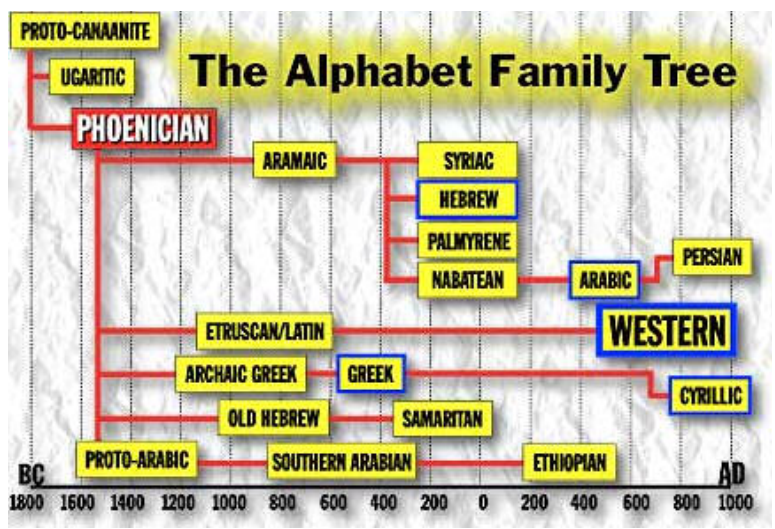
More than electricity, fossil fuel, telephones and computers combined, our civilization depends on the 'code' we use to read and write. The foundation of our scientific, religious, political, educational and economic advances; the code is the most influential invention in the history of civilization.



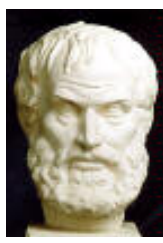
Moses



Socrates



Plato



Aristotle



Alexander

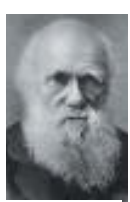


Franklin

The story of the code and the people who contributed to its development, is one of the most important, exciting and interesting stories that could ever be told. Yet, very few people know about it.



Webster



Darwin



Twain



Carnegie



James



Roosevelt



Dewey



Wells



Shaw



Seuss

The "Children of the Code" is a journey into the incredible convergence of these two important stories. To understand the underlying cause of our society's wide spread illiteracy — to understand the cognitive challenges that make reading so difficult for so many of our children — we must first understand the code. "Reading" is, after all, about *reading the code*.



The **Children of the Code** will tell the incredible story of the history of the code and connect that story with an exciting, inside the brain, presentation of what we know about learning to read. The series will weave together archeology, history, linguistics, cognitive science, psychology, information theory, reading theory, learning theory, and the social and personal dimensions of illiteracy.

The **Children of the Code** will be serious and educational, but it will also be entertaining and fun. Most importantly, it will reframe our society's understanding of the learning to read process and offer new hope and understanding to the millions of people suffering with reading difficulties.

Featuring interviews with renowned scientists, historians and celebrities, the **Children of the Code** will be directed by PBS Emmy winner Francesco Garri Garripoli and narrated by the Emmy winning voice of renowned actor Peter Coyote. William Shatner will perform dramatic readings and Oscar winning composer Michael Stearns will create and perform the series' musical score. KCSM Television, A PBS affiliate station in California, is producing the series and will be the presenting station to the PBS network.



Garripoli



Coyote



Shatner



Stearns



For more information see <http://www.childrenofthecode.org>