

## Wausau School District Partners in Reading Success

**Length:** 10 minutes

**Target audience:** parents of elementary school students

**Objective:** Explain how families can help children succeed by reading at home.  
(Character generate = text on screen) Nat sound from footage is used to reinforce verbal reinforcement techniques.

1.	<p>Fade up to shot of mother and daughter reading at bedtime.</p> <p><b>LITTLE GIRL'S VO:</b> <b>Can we read a book?</b></p> <p>Posterize and dissolve in Wausau School District logo over shot.</p> <p><b>NARRATOR:</b> <b>Wausau School District, where partnerships with families mean success for children.</b></p> <p><i>Begin warm, upbeat music.</i></p>
2.	Parent reading to young child.
3.	<p>Over the shoulder shot as the child turns page and points something out in the book.</p> <p><b>NARRATOR:</b> <b>Learning to read opens doors...</b></p>
4.	<p>Dissolve to close up of little girl listening to story, completely rapt.</p> <p><b>NARRATOR:</b> <b>To imagination,</b></p>
5.	<p>Dissolve to a warm shot of parent reading, very animated, to older child.</p> <p><b>NARRATOR:</b> <b>Creative thinking,</b></p>
6.	<p>Child in school reacts to good grade.</p> <p><b>NARRATOR:</b> <b>Success in school,</b></p>

7.	<p>Dissolve to young adult at tech school or college graduation.</p> <p><b>NARRATOR:</b> <b>And a very bright future.</b></p>
8.	<p>Teacher, child and parent talking in classroom.</p> <p><b>NARRATOR:</b> <b>But first your child - and her teacher - need your very special help.</b></p>
9.	<p>Slow motion shot of the three, then posterize and character generate: <i>Partners in Reading Success</i></p> <p><b>NARRATOR:</b> <b>Working together, we can become Partners in Reading Success!</b></p>
10	<p>Parent and children discuss book as they read.</p> <p><b>NARRATOR:</b> <b>Parents and other family members can have a huge impact on a child's success with reading, because reading at home reinforces what a child learns in school.</b></p>
11	<p>Father and son read on screened porch.</p> <p><b>NARRATOR:</b> <b>And even if you weren't read to as a child, you can start a great new tradition by reading with your own child –</b></p>
12	<p>Mother reading to three children as they sit on couch.</p> <p><b>NARRATOR:</b> <b>today - and as she continues to grow.</b></p>
13	<p>Child approaches parent holding a book behind his or her back before holding it out to mom or dad.</p> <p><b>NARRATOR:</b> <b>It's really very easy. Children love to read and be read to, especially by their favorite people: their family.</b></p>
14	<p>Continue shot above.</p> <p><b>NARRATOR:</b> <b>You can read anywhere, anytime:</b></p>

15	<p>Zoom into readers in a cozy chair.</p> <p><b>NARRATOR:</b> <b>In a comfy chair before dinner,</b></p>
16	<p>Girl reads book at patio table.</p> <p><b>NARRATOR:</b> <b>Outside in the warm afternoon sunshine,</b></p>
17	<p>Parent and child reading in a waiting room.</p> <p><b>NARRATOR:</b> <b>In a waiting room in the morning,</b></p>
18	<p>Child in PJs and parent sit on bed and read a story.</p> <p><b>NARRATOR:</b> <b>Or in bed before sleep.</b></p>
19	<p>Child pulls books from shelf, then peaks through the gap, smiling or laughing.</p> <p><b>NARRATOR:</b> <b>Books are all around. You just need to know where to look.</b></p>
20	<p>Child filling out book pack information. Dissolve to child opening it at home and sitting down to read with parent.</p> <p><b>NARRATOR:</b> <b>Many teachers send classroom books home on a daily or weekly basis; it helps your child improve when you practice reading them together.</b></p>
21	<p>Close up of child checking a book out at the school library.</p> <p><b>NARRATOR:</b> <b>He can also borrow a wide variety of books from the school library.</b></p>
22	<p>Exterior of Marathon County Public Library main branch. Camera enters building and approaches children's section.</p> <p><b>NARRATOR:</b> <b>Or, if you want an even larger selection of books and children's magazines, you can check out the public library.</b></p>

23	<p>Library employee helping parent and child fill out form and check out stack of books and magazines.free</p> <p><b>NARRATOR:</b>  <b>The friendly staff will help you and your child get your own free library card so you can borrow all the great books and magazines you like.</b></p>
24	<p>Parent and child playing reading game on computer at library.</p> <p><b>NARRATOR:</b>  <b>You can even sign up to spend time on the computer and play educational games together!</b></p>
25	<p>Parent and child picking out book at second hand store.</p> <p><b>NARRATOR:</b>  <b>Or, if you would like your own books to keep, rummage sales and second hand stores are great places to find low cost books.</b></p>
26	<p>Staff person from service agency hands a book to child as parent watches.</p> <p><b>NARRATOR:</b>  <b>Sometimes local service agencies like the Health Department, Salvation Army, and WIC have books to give away. All you need to do is ask.</b></p>
27	<p>Parent and child looking at book order form.</p> <p><b>NARRATOR:</b>  <b>You can also buy books and magazine subscriptions at discounted prices through various youth and school fundraisers.</b></p>
28	<p>Mom and daughter reading book at library in covered wagon.</p> <p><b>NARRATOR:</b>  <b>But wherever you get your books or magazines, there are a lot of ways you can help your child become a better reader.</b></p>
29	<p>Dad reading newspaper puts paper down to reveal preschool son looking at comics on other side of the table.</p> <p><b>NARRATOR:</b>  <b>Children want to be like their parents, and they like to do what their parents do. So, whether it's reading the newspaper, a novel, or a manual for work or school, let your child see you reading.</b></p>

30	<p>Parent outside reading book title and author's name while pointing them out to child.</p> <p><b>NARRATOR:</b>  <b>When you read <u>with</u> her, it's good to start by reading the book's title and author. That way, if you and your child like the book, you can look for more from the same author.</b></p>
31	<p>Parent and child discussing pictures on cover of book.</p> <p><b>NARRATOR:</b>  <b>And while you're looking at the title and cover pictures, you can ask your child what she thinks the story will be about.</b></p>
32	<p>Parent reading in an animated fashion with child and stopping to ask questions.</p> <p><b>NARRATOR:</b>  <b>Once you start reading, don't feel like you have to read the whole book through without stopping. You can have fun by taking turns guessing what will happen next in the story. This will also help rev up your child's imagination.</b></p>
33	<p>Parent asking child questions.</p> <p><b>NARRATOR:</b>  <b>You can ask questions like, "what do you think will happen next?" "how can you tell" or "did that ever happen to you?" Anything to get your child thinking and involved in the story.</b></p>
34	<p>Two boys peruse carousel of books at library. Dissolve to little boy who picks book off stack at home and runs to parents.</p> <p><b>NARRATOR:</b>  <b>Whether you're at the library, or looking through the bookshelf at home, let your child choose which book to read -</b></p>
35	<p>Child bringing worn book to parent.</p> <p><b>NARRATOR:</b>  <b>Even if it's the same one you read the day before, and the day before that, and the day before that...</b></p>
36	<p>Little girl, absorbed in book, repeats a line to mom.</p> <p><b>NARRATOR:</b>  <b>When you and your child read their favorite book, they learn the structure of the story, the personalities of the characters, and may even memorize some of the sentences.</b></p>

37	<p>Child pretending to read book to stuffed animal or doll.</p> <p><b>NARRATOR:</b>  <b>Young children often like to pretend to read a book to you or a special friend. This is a good early step to reading.</b></p>
38	<p>Parent moves finger under words as she reads to daughter.</p> <p><b>NARRATOR:</b>  <b>There are many ways you can help your pre-reader prepare to read. Following the words with your finger as you read them out loud...</b></p>
39	<p>Child sits on mom's lap and turns pages as they read.</p> <p><b>NARRATOR:</b>  <b>... and letting your child turn the pages, teaches that we read from left to right.</b></p>
40	<p>Big sister reads book to little sister.</p> <p><b>NARRATOR:</b>  <b>For your pre-reader, find books with short, repeated phrases and books that have a sense of rhythm.</b></p>
41	<p>Montage of families with children chiming in for story.</p> <p><b>NARRATOR:</b>  <b>Reading favorite stories and familiar nursery rhymes, songs, or poems gives children the chance to enjoy the rhythm of the story and chime in with favorite phrases.</b></p>
42	<p>Parent pausing to let child repeat phrase.</p> <p><b>NARRATOR:</b>  <b>Read one phrase at a time, pausing to let your child repeat each phrase.</b></p>
43	<p>Somewhat older child reading to parent.</p> <p><b>NARRATOR:</b>  <b>If your child is beginning to read, take time each day to listen to them read aloud.</b></p>

44	<p>Parent finishes reading. Child reads, and parent helps them figure out hard word.</p> <p><b>NARRATOR:</b>  <b>You can also take turns reading, and help them if they get stuck on a word or phrase. You can ask them to look at the pictures, think of a word that would make sense that begins with the letter of the word they are stuck on, or read the rest of the sentence for clues.</b></p>
45	<p>Parent waits patiently while child tries to figure out work, offering encouragement and suggestions.</p> <p><b>NARRATOR:</b>  <b>Once in a while your child may pick a book that is too difficult. If there are three or more words in the first couple of pages that they can't read, the book is probably too difficult for them to read right now.</b></p>
46	<p>Parent and child reading ABC book.</p> <p><b>NARRATOR:</b>  <b>“ABC” books are a great way to work on associating a letter with its sound. It is also fun to learn words that begin with specific letters.</b></p>
47	<p>Parent and child walking down street, sitting in waiting room, or riding in car while reading signs.</p> <p><b>NARRATOR:</b>  <b>You can show how important reading is to everyday life by reading signs together while you are out.</b></p>
48	<p>Parent and child making book and reading it.</p> <p><b>NARRATOR:</b>  <b>You can also make up your own stories by having your child draw pictures or select photos, and then having them describe what is happening on each page.</b></p>
49	<p>Child and mother looking at photo collage. Dissolve to Mom and daughter reading made book.</p> <p><b>NARRATOR:</b>  <b>This will not only make a wonderful keepsake, but will teach her how stories are written, and will create a book that she can read over and over again, alone, or with you.</b></p>

50	<p>Mom reading to daughter, stops to explain a new word. Dissolve to dad reading to son.</p> <p><b>NARRATOR:</b>  <b>As your child’s reading ability improves, try reading several pages of a more challenging book to her on a regular basis. This will expose him to new words and help him continue to grow as an independent reader.</b></p>
51	<p>Parent helping intermediate reader figure out a word.</p> <p><b>NARRATOR:</b>  <b>If they get stuck on a word, ask them if it seems like another word, what they think it means, or how it might be pronounced. You can also look it up with them in the dictionary.</b></p>
52	<p>Father and son finish chapter book and pick up poetry book.</p> <p><b>NARRATOR:</b>  <b>You can take turns reading picture books, chapter books, or poetry. Making time to read together every day will provide many wonderful memories.</b></p>
53	<p>Older boy sits on window seat and reads alone. Dad enters shot, sits next to son, and asks questions about the book.</p> <p><b>NARRATOR:</b>  <b>Even when your child is reading on his own, you can still show your interest by asking questions about what he is reading. Ask about the characters, where the story takes place, what happens in it, or what he has learned from the book he is reading now.</b></p>
54	<p>Parent peeks in on child reading alone, completely absorbed in book.</p> <p><b>NARRATOR:</b>  <b>Of course, there may be some days when your child wants to read on her own. You can be proud of the fact that you helped her develop a love of reading.</b></p>
55	<p>Recap of happy reading moments with different families.</p> <p><b>NARRATOR:</b>  <b>Helping your child become a better reader is one of the best things you can do as a parent, because the better a child can read, the better she can do in school – and in life.</b></p>

56	<p>Enthusiastic father praising son for using good reading strategies.</p> <p><b>NARRATOR:</b>  <b>And no matter what stage your child is at, your encouragement, praise and support will make a world of difference.</b></p>
57	<p>Mother and daughter in classroom with teacher.</p> <p><b>NARRATOR:</b>  <b>So join your child and her teacher as a partner in this great adventure,</b></p>
58	<p>Child and parent leave the classroom smiling.</p> <p><b>NARRATOR:</b>  <b>And open the door to a successful future.</b></p>
59	<p>Freeze shot of child and character generate:</p> <p><i>To learn more about how you can help your child be a successful reader, talk to your child's teacher or your school librarian.</i></p>
60	<p>Credits over shots of families not used in video.</p>