

NEW YORK, N.Y. May 28--Beginning July 8, a basic course in reading skills will be televised from coast to coast in 30 lessons of one-half hour each. This the latest of a series of projects initiated by the Manpower Education Institute to enable workers, including the unskilled employed and the unemployed, to advance themselves in the ranks of American Labor.

While designed to benefit viewers of all ages, from school dropouts to college graduates, the course is being timed for maximum availability to the 1,000,000 young men and women who will be participating in summer youth programs including job training in business, industry and government offices. The National Broadcasting Company, cooperating as a public service, has scheduled the program to run Mondays through Fridays from 9:30 to 10 A.M. for six weeks on Channel 4 in the metropolitan area and from outlets in other cities. It will make the program available to other affiliated stations wherever local community participation is indicated.

This city's former Commissioner of Labor, James J. McFadden, national director of the non-profit Manpower Education Institute, announced that the reading skill program, along with the summer youth job project, had the full support of the united labor movement, business organizations and the city administration. Harry Van Arsdale, Jr., president of the Central Trades and Labor Council, AFL-CIO is chairman of the Manpower Education Institute.

The television series, to be know as "Read Your Way Up", will include basic reading skills, speed and comprehension in reading, word mastery, reading for pleasure, and effective use of libraries

and reference materials. In announcing the program, Mr. McFadden said: "Almost everybody, regardless of how much or how little formal education he has had can improve his reading skill and get greater benefits from the printed word. Once he has gained the reading skills, improvement will come every day with practice."

For many of the unemployed and the unskilled, reading deficiency has blocked the way to employment and job advancement.

This happens when job applicants are unable to comprehend readily the printed instructions for operating procedures, safety cautions or other material.

The National Alliance of Businessmen, cooperating with the Institute, has circularized all employers cooperating in the national summer youth job program, asking them to provide viewing facilities on the job to permit their trainees to watch the half-hour programs. In New York, where the Commerce and Industry Association has called the program to the attention of 3,900 companies, such business leaders as Equitable Life, New York Telephone and Chase Manhattan Bank are among the many that will not only enable their summer trainees to view the color programs but will provide supplementary instruction by staff members or other educators.

The City administration here, which is putting 15,000 youths in summer municipal jobs, is providing television viewings for all of them except those in scattered field assignments, as in parks. The City's Urban Corps, consisting of 3,000 college students, will give an additional hour of supplementary assistance following each

half-hour TV program to the trainees in city agencies.

Mayor John V. Lindsay is taking measures to bring the benefits of the improved reading skills to thousands who are outside the summer job training program. He has directed the City's Human Resources Administration to inform all welfare clients of the television series and to notify them that they can obtain, free of cost, a reading kit with course outlines, lesson reviews and supplementary reading information. The kits will be given out at all welfare centers. The program will be made available also to patients in municipal hospitals, and inmates of houses of detention and other institutions.

Many of the companies in the summer job program are providing the reading kits free to their trainees. Individual home viewers may obtain the kits by sending \$2.50 to Box 310, Grand Central Post Office, New York 10017, for the entire 30 lessons.

The curriculum has been prepared for the Manpower Education Institute by some of the nation's leading educators and specialists in reading skills. The consultants, headed by Dr. Clyde Weinhold, Director of education of the New Jersey Department of Education and Robert H. Coates, Director of School District of Philadelphia, are Dr. Nila B. Smith, Distinguished Service Professor, Glassboro State College; Eleanor T. Smith, Library Services Program Officer of the U.S. Department of Health, Education and Welfare; Bernice A. MacDonald, Coordinator of Adult Services, New York Public Library; Chris McHoney, Director of Education for the Department of the Army; Gladys Alessi of the municipal Welfare Education Department; and Professor Ann McKillop.

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The program will be given by Dr. Melvin Howards, Chairman of the Reading Department, and Director of the Reading Improvement Center, Northeastern University, and former professor at New York University's reading center.
