


MEMORANDUM

TO: Local Coalitions  
FROM: Associate Director   
SUBJECT: Educational Television Program - "Read Your Way Up"

As part of our effort to inform local urban coalitions of current developments in the various program areas, we are pleased to pass on the following information.

Beginning July 8, a basic course in reading skills, to be known as "Read Your Way Up", will be televised in 30 lessons of one-half hour each produced by the Manpower Education Institute and the National Broadcasting Company. There will be five weekday programs each week for six weeks. NBC is making the program available to local affiliated stations which choose to participate. Study kits for practice reading will be available at cost through TV stations carrying the program or from the Manpower Education Institute, 405 Lexington Avenue, New York City. We believe "Read Your Way Up" is an impressive attempt to reach a large target group with a useful program.

You may wish to urge your local NBC station to carry this program and to assist in local publicity efforts for this series. In addition, you may wish to consider supporting free distribution of the reading kits to induce wider participation.

If you have any questions about this program please feel free to contact the Manpower Education Institute, 405 Lexington Avenue, New York, New York, (Area Code 212 - 867-9405) or James Kelly, Program Development Unit of The Urban Coalition, 1815 H Street, N.W., Washington, D.C., 20006, (Area Code 202 - 638-6674).

Attachment: Press Release

JD:lyt