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PRESS RELEASE

Deseret Media Companies Take Reading to a New Level

"Read Today" is a top priority for local media company and its employees

Salt Lake City, UT, April 25, 2010: Deseret Media Companies (DMC) are joining forces to help every Utah child become a better reader by launching "Read Today." DMC consists of KSL 5 Television, KSL Newsradio 102.7FM / 1160AM, Deseret News, Deseret Book and Deseret Digital Management.

DMC's "Read Today" is focusing on Pre-Kindergarten to Grade 3. Statistics have shown that if children cannot read on grade level by Grade 3, they never will. This situation can lead to more severe problems down the road for the child and the community.

"Our goal isn't to create another literacy project," stated Nadine Wimmer, DMC's "Read Today" corporate leader. She continues, "We're using our reach and resources to help those efforts that are already making a difference (Road to Success, Chapters of Hope, etc.) in the community. We also want to provide information and motivation to parents to 'Read Today' and every day to their kids. We know that by building this foundation of literacy the future for our children and neighborhoods will be much brighter."

"Read Today" is not just a feel-good program. There are defined goals:

- Increase percentage of SLC kids that are "kindergarten ready"
- Increase parentage of kids who score proficient on reading tests to 90% (Currently at 80%).
- Move Utah into the top ten in national testing (currently #29) within 4 years.

MORE

"Read Today" will have ongoing messaging, challenges, incentives and activities throughout the year presented by the DMC Companies

Within the next week, Utah and DMC have teamed to send out 350,000 summer reading calendars, 50,000 in Spanish. They have daily reading tips, so that children won't lose 20% of their school gains that often occurs during the summer. Families should receive these calendars in their schools in the next few weeks. Take the challenge - and if they do, they'll get a certificate from the Governor and food coupons.

This Wednesday night, April 28th from 5:30 to 7:30 p.m., Salt Lake City Mayor Ralph Becker is holding an Early Literacy Summit for every SLC family. This event will take place at Glendale Middle school with workshops for parents in English and Spanish on how to help your children and teach your children at home. Included during the evening will be children's activities in English and Spanish and a free dinner. DMC's "Read Today" is pleased to sponsor this evening.

Additional information about "Read Today" is available online at <http://deseretmediacompanies.com/read-today>.

KSL 5 Television, KSL Newsradio 102.7FM /1160AM, Deseret Book, Deseret News, and Deseret Digital Media are owned and operated by Salt Lake City-based Deseret Media Companies.

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