



To: NABC Members  
From: Rick Leddy, NABC Reading Program Coordinators  
Re: NABC Reading Program  
Date: 2009-10 School Year

Thank you for your interest and request for information regarding the literacy program. Enclosed is the model for The NABC Reading Program. Please use this as your model program and modify where necessary according to your needs.

This program targets first, second, and third graders. To maximize your team's effort and time we have created this typical scenario for you to consider and/or follow.

1. Arrange to visit one or two schools.
2. Divide your team into two groups. (12 players= 2 groups of 6 players)
3. Pair each group of players to three groups of two players.
4. At school A, each group would visit two classrooms apiece for approximately 45-minutes each.
5. At school B, each group would visit two classrooms apiece for approximately 45-minutes each.

In this short period of time, players and coaches will have the opportunity to influence approximately 250-300 elementary aged school children.

**This Packet Contains:**

1. A sample letter to use to communicate with the principals of the elementary schools you target for your visit.
2. The activities that should take place while in the classroom.
3. A sample schedule of what your athletes should be doing while in the classrooms.

4. A sample certificate that could be signed by each player and coaching staff prior to making copies. (please make extra copies to ensure that each student receives a certificate).

Note: Show certificates to the class prior to leaving and then give them to the teacher who will insert names and distribute to the students.

5. A sample reading list.

Note: Teachers will usually supply you with a reading list if requested.

6. A sample news release for the use of your sports information department.

The NABC would like to thank you in advance for participating. Please send any photos of your visits to Rick Leddy, NABC, via email in JPEG format to [ricknabc@gmail.com](mailto:ricknabc@gmail.com). Please label all photos with the information concerning the school visited, your institutions name, names of players and coaches involved, and dates. Also, please make note if you would like materials returned.

For further information we may be found on the web at [www.NABC.com](http://www.NABC.com). If you have questions or concerns please contact Rick Leddy at (203) 239-4253.



**LETTER TO PRINCIPALS OF COOPERATING ELEMENTARY SCHOOLS-**

Please use your institutions letterhead and fill in your information where needed

Date

Dear Principal,

We appreciate that your school is excited about participating in The NABC Reading Program with (your team mascot here). (University name) is very proud to be a part of this national project. We will have six of our players available to your school on either (date) or (date). The time will be (1 hour 45 minute period). We would like to break our players into pairs and send each group into a classroom of first, second, or third graders for 35-40 minutes each. This will allow our players to be able to visit six classes that day.

We would like to see each player read a book the teacher has selected and have the class do a designed activity related to the story. The players will then have an opportunity to answer questions as well as be able to talk with the students about the importance of good reading and health habits. Our players will also provide autographed certificates for the teacher to personalize and hand out to the students.

It would be helpful to us if the participating teachers could get together and chose appropriate literature for their specific class and make a schedule that includes the teachers' name, room number, grade, and time in their class (ex. 12:30-1:15 or 1:30-2:15). Please fax us a copy to (your name), Men's Basketball Coach, (university name), (fax number).

Please do not hesitate to call me at (your number) with any questions or concerns. We are really looking forward to bringing "The NABC Reads with (your mascot)" to your school!

Sincerely,

(Your name)  
Head Men's Basketball Coach



## **NABC Reading Program In-Classroom Agenda**

1. Athlete/ Reader Introductions- Name, hometown, high school, major, favorite book
2. Icebreaker Conversation- Discuss favorite activities as a child, importance of reading, items/ books currently enjoy reading, everyday ways to improve reading skills (i.e. newspapers, magazines, internet, etc.)
3. Read Aloud to Class- Teacher selects book to be read
4. Reading Related Activity- Teacher selects activity
5. Question and Answer period- Students can ask questions of the readers
6. Closing Words of Encouragement- Importance of reading and reading for pleasure, importance of education and work ethic, importance of listening, importance of good health and staying away from drugs
7. Distribute Certificates- Certificates of participation to be distributed to all students.

### **Suggested Schedule**

- |            |   |
|------------|---|
| 10 Minutes | 1) Athlete/ Reader introductions and icebreaker |
| 15 Minutes | 2) Read aloud to class                          |
| 15 Minutes | 3) Reading activity                             |
| 5 Minutes  | 4) Closing words of encouragement               |
| Remainder  | 5) Distribute collateral                        |

CHANGE CLASSROOMS – Repeat process again



## **FOR IMMEDIATE RELEASE**

Date:

Contact: Your contact info

## **NABC READING PROGRAM**

(Your town)- The NABC Reading Program is an annual national literacy program sponsored by The National Association of Basketball Coaches. Players and coaches from the NCAA, NAIA, and Junior College ranks will be visiting selected elementary schools in their area to promote the importance of reading and education to elementary aged children.

“We think this is a great way to serve young people,” said Jim Haney, NABC Executive Director. Springfield College basketball coach Charlie Brock, a member of the NABC Board of Directors and former chairman of the NABC Academics Committee, said, “To have the college coaching community involved with such an important educational issue truly provides a winning combination.”

The NABC Reading Program was founded to assist the literacy movement in America. The program hopes to motivate and encourage children to read for enjoyment as a lifelong practice. The program will also allow collegiate basketball players to serve as needed role models to the youth of their community. (Insert quote from coach and information concerning your team’s visits with participating elementary schools here).

The National Association of Basketball Coaches was founded in 1927 and currently claims approximately 5000 members from NCAA Divisions I, II, III, NAIA, junior college, and high school. Since its inception, the NABC has continually worked to further the best interests of the game of basketball as well as the players and coaches who participate in the sport.



## NABC READING PROGRAM

Please fill out this form and return it to the NABC via facsimile at 816-878-6223 when your team has completed the school visits for the NABC Reading Program. Your school will be recognized on our website for completion of this program.

School Name: \_\_\_\_\_

Names of Elementary Schools Attended:

\_\_\_\_\_

\_\_\_\_\_

Coach's Signature: \_\_\_\_\_

Thank you for participating in the NABC Reading Program. It is important to become part of young students' lives and promote reading. We appreciate your time and effort for this cause.