

More Reading, Less TV Works!

Fast Facts

- More than 30,000 students have benefited from participating in *MRLTV* nationwide.
- Students who first identify themselves as poor readers are more than twice as likely to seek out a book after participating in *MRLTV* than before.
- The majority of those students say that *MRLTV* improves their reading.
- Students watch less TV and engage in more screen-free activities after participating in *MRLTV*.
- 94% of teachers would like to participate again.

"Students were really motivated to read and still are. This is a great program, and I'd love to do it with my students again next year."

What is *More Reading, Less TV*?

More Reading, Less TV (MRLTV) is a critically-acclaimed program that boosts elementary school students' enthusiasm for reading. By combining an extended period of reduced TV-watching with a fun, motivational curriculum that encourages reading for pleasure, *More Reading, Less TV* attacks schoolchildren's wariness of reading at its core.

More than 30,000 students nationwide have benefited from *More Reading, Less TV*, and the program gets results. As research shows, it improves students' reading habits and attitudes toward reading, especially among those who identify themselves as poor readers. More than half of those students report that *MRLTV* significantly improves their reading ability. Students who believe they are good readers are more likely to approach reading positively, experiment with different types of literature, and read more difficult books.

After just six weeks of *More Reading, Less TV*, students visit the library more often and are more likely to seek out or receive a book than before. In fact, children who initially rate themselves as poor readers are more than twice as likely to seek out a book after the program as they were before.

How does *More Reading, Less TV* work?

MRLTV is designed to supplement an existing reading or language arts curriculum. Using the Teacher's Guide produced by TV-Turnoff Network, teachers bring an old TV set to class and explain to their students the negative effects of watching too much TV. Then they offer a challenge: Let's bury the television by reading. For each book read, the class is given a slip of paper to cover up the old TV set. And when the set is completely buried, it's time to celebrate! By tapping into children's love of a challenge and teamwork, *MRLTV* transforms reading from a tough chore to a fun choice.

The 1998 National Assessment of Educational Progress (NAEP) states that reading for pleasure significantly increases a student's reading ability. Reading for pleasure also exposes kids to a wider range of topics and styles so that future reading experiences will be more meaningful. By making reading fun and exciting, *More Reading, Less TV* helps kids foster a fondness for reading that will assist them in school and beyond.

Why is turning off the TV important?

Many studies demonstrate that turning off the TV boosts school performance. The NAEP, for instance, shows that kids who watch a lot of TV tend to read less proficiently than those who watch less. At all grade levels, students who watch an hour or less of TV per day consistently have better reading skills than other students. What's more, the disparity in reading skills between those who watch a lot of TV and those who don't increases at higher grade-levels. *MRLTV* helps to halt this downward spiral by encouraging—and rewarding—children to read more and watch less.

How can I participate in *MRLTV*?

For more information about *More Reading, Less TV*, contact TV-Turnoff Network.

