

READING

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marily as an after-school program, we hope that teachers everywhere will encourage their beginning readers to tune in the show everyday to see the variety of books and subjects we explore," says Burton. "Reading Rainbow is a perfect complement to the classroom, because it introduces children to new books and book-related themes that stimulate their desire to read and learn. While the schools are providing children with the basic skills of reading, we encourage the kids to practice and build those skills by reading books for their own enjoyment."

Reading Rainbow is also excellent TV in its own right. Based on a fast-paced, video magazine format, the show not only highlights one feature book every day but also exposes children to new and fascinating glimpses of the real world. Typically the show goes on-location with Burton to visit real life peo-

ple, places and events that are interesting to children. For example, this year in the new episodes, the series explores a national ice-sculpting contest in Michigan, travels to the deep South for a country music experience, back to the more "cultured" environs of Boston to see the art of puppetry and to Delaware as the Olympic brother and sister team—Wayne and Natalie (Kim) Seybold—train for pairs figure skating competition. Reading Rainbow even goes on-location at Paramount Studios for a behind-the-scenes look at LeVar in his "other" show, Star Trek, with its life-size Starship Enterprise set.

"From a production standpoint, our shows are top notch TV," says Burton. "We put as much care and technical expertise into producing each of our shows as we would if it was designed for an adult audience. Our audience demands the best, and we have to work very hard to provide high quality TV that speaks directly to them, in a visual and verbal language that they understand and respond to favorably."

"Kids want to know about everything," continues Burton. "So we take them behind the scenes to show them how things in the real world happen, how people in interesting professions do their jobs. We show them the diversity of America—taking

them along to explore different cultures that make up the American landscape. We're a daily magazine of real-life adventures for kids, bringing them the color, the character, the diversity and the wonder of life that surrounds us."

Every show features one book, chosen in conjunction with children's literature experts who look for quality children's literature, outstanding art adaptable to the screen and books that are appropriate for beginning readers.

Children's reading experts stress repeatedly that the single best way to encourage children to read is by reading aloud to them. That is precisely what Reading Rainbow does every day, creating a special segment, usually 7-10 minutes in length, in which the main feature book is read aloud by a celebrity narrator such as Bill Cosby, Gilda Radnor, Peter Falk, Madeline Kahn, Roy Clark, Isabel Sanford and James Earl Jones. As the book is narrated, its illustrations are shown on the screen, so children can see as well as listen to the book's storyline.

Three other books related to the show's theme also are reviewed on each show, by children who have read the books — and who enthusiastically state their reasons for recommending the book to their peers.

Each show has a central theme, suggested by the main feature book. "Research indicates that children like continuity and stability, so we structure each show around a single theme and illustrate various aspects of that theme throughout the show," notes Burton.

RECREATIONAL SWIMMING PROGRAM FOR DISABLED

The City of Las Vegas Adaptive Outreach Program offers indoor recreational swimming Wednesdays, 3-5 p.m. at Helen J. Stewart School, 2375 E. Viking Road. The program is open to disabled individuals of all ages at a weekly cost of \$1.00. For more information, please call Cindy Bower at 648-2377.

Greater Votes, Greater Power

ROWE

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been scheduled for 9-14-88 in Kansas City. The major thrust of the fly warriors' event will be a gala salute of the 40th anniversary of the desegregation of the armed forces. It was President Harry Truman whose executive order #9981 which eventually abolished racial segregation in the U.S. Armed Forces. Victory M. Baker, prexy of the "Heart of America" chapter, heads the Flymen's host committee.

Nat'l praise agent, Col (ret) John Silvera, coin dropped these words from legendary WWII test pilot John H. Whitehead, jr., of Sacramento, Ca.; "This anniversary salute is a significant milestone along our stormy road to equal opportunity."

All agreed that the brilliant combat record of the Tuskegee Airmen had proved to be a major catalyst in events which triggered President Truman's order . . .

. An event is planned to mark the 24th anniversary of the conviction of Nelson Mandela and his 70th b'day. The affair, for South Africa's most celebrated anti-apart'hate activist, is targeted for London's Wembley Stadium in June. Sponsors are being sought to insure worldwide teevee distribution to extend the hue and cry for his release. Several super stars are expected to perform. Dire Straits and Whitney Houston are said to have already pledged to do so . . . The fear of an increase of fuel prices triggered a students' upheaval in Nigera. The cost, six lives and countless bloodied heads, plus the closing of 20 universities to contain the violence. The flame of anger was fanned by the fear that an announced hike in fuel cost would gear-up transit fares as well . . . A bevy of ladies to whom this space is accessible, have dubbed Alexander O'Neal "Mr. Sexy." Perhaps they were influenced by the hot track from his hi'chart huggin' L-P, "Hearsay," "The Lovers." Malcolm-Jamal Warner, of the bill Cosby teevee family, is blossoming. he steps into the B'way shadow this month in Casey Kurtti's new play, "Three Ways Home." . . .

What's in a name? Ask "The Living Color." That's the new hair raisers on Epic Records's wax block . . . STAY LOOSE . . . Billy Rowe is a syndicated columnist.

MARVIN GAYE: A MUSICAL TESTAMENT RELEASED APRIL 21

Motown Record Corp. released Marvin Gaye: A Musical Testament — 1964-1984, a two album set, on April 21.

Four years after Gaye's untimely death his music is kept alive with this special offering. The selections are Gaye's songs grouped into four categories, which illustrate the unlimited boundaries of his musical talent; Crossroads, A Parting of the Ways, A Witness to Love and Introspection.

"His Eye Is On the Sparrow," a soul-stirring gospel classic, will be the first single released. This rendition, a return to his religious roots, further demonstrates his ability to express his inner-most feelings through song.

Gaye's unforgettable arrangement of "The Star Spangled Banner" is also offered on the album. He performed live to thunderous

applause during the 1984 NBA All-Star Game the last year of his life.

Among the other popular Gaye songs are "I Heard It Through the Grapevine," "Just to Keep You Satisfied," "Distant Lover," "Anger" and "That's the Way Love Is."

REGISTER

A NEW Comedy With Music
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Original Music Score BILL LEE Editor HARRY ALEXANDER BROWN Photographed by EICHAH DUKERSON
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