

Appendix B – OR&CO Business Plan – Year 1 to 5

"The single most important activity for building the knowledge required for eventual success in reading - is reading aloud to children." - The Commission on Reading/N.A.E.

Fact = Something that has actual existence (not an idea or concept).

Advantage = An improvement gained by the possession of certain facts.

Benefit = A tangible reward realized by those who utilize an advantage.

Fact #1 - 'Ocean Rudee & Company' is a multi-media program targeted to kids and young families, which features read-aloud renditions of popular children's literature.

Advantage #1 - Reading aloud enhances children's interest in reading, increases their ability to learn how to read and showcases books as sources of pleasure and information.

Benefit #1 - Knowing how to read opens a gateway to the whole of human knowledge through the use of books, visual media and the World Wide Web.

Fact #2 - As Ocean Rudee reads aloud to his audience they are continually exposed to new words, phrases, sentences, paragraphs and storylines.

Advantage #2 - Young listeners will consistently add more and more words, concepts and understandings to their base vocabularies.

Benefit #2 - Reading skills are enhanced when written words receive oral reinforcement.

Fact #3 - Reading aloud books about other cultures and traditions on 'Ocean Rudee & Company' will increase the number and variety of a child's schema, and concomitantly their retained knowledge, awareness of others and base of experience.

Advantage #3 - Increased tolerance, self-acceptance and improved communication skills are a direct result of increased knowledge and experience.

Benefit #3 - Providing children with new and varied schemata increases their ability to comprehend complex social issues and successfully interact with others in diverse social environments.

Fact #4 - Listening to read-aloud stories on 'Ocean Rudee & Company' will stimulate children's imaginations in a different manner from television or predominately visual media.

Advantage #4 - Kids become better 'thinkers' and 'problem solvers' by creating, innovating, and articulating for themselves within their own imaginations the people, places and events in Ocean Rudee's read-aloud stories and radio theatre adventures.

Benefit #4 - An increase in problem solving skills and a greater awareness of multiple solutions to problems (and how to attain them) will result in happier, healthier young people.

Fact #5 - Listening to read-aloud stories on 'Ocean Rudee & Company' will directly improve children's listening skills.

Advantage #5 - Improved listening skills provide children with the ability to attain greater comprehension and understanding of their immediate surroundings.

Benefit #5 - When children understand what's going on around them their abilities to maintain positive relationships and effective social interactions with others are greatly increased.