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Date: 3/3/2014 11:17:44 AM
Subject: Brief for Literacy Event

First draft.

CLS

EVENT: Gov. Haley will designate March 2014 as "March into Literacy Month" in South Carolina.

DATE: Wednesday, March 5, 2014

TIME: 3:00 PM

LOCATION: State House, 1st Floor

LOCATION SET-UP: Podium in front of blue curtain

PURPOSE: Gov. Haley will issue a proclamation designating March 2014 as "March into Literacy Month" in South Carolina. The event will also be used to (1) thank the House Ways and Means Committee for supporting the K-12 Initiative and (2) ask the Senate to both support that package and also pass Sen. Peeler's "Read to Succeed" bill.

PRESS: Yes

PUBLIC: Yes

SPEAKING ORDER/LINE-BY-LINE:

3:00 PM – Governor Nikki Haley opens by talking about K-12 Initiative and thanking Rep. Bingham for including it in the Ways and Means budget.
3:05 PM – Rep. Kenny Bingham speaks on the importance of literacy.
3:08 PM – Gov. Haley calls on the Senate to adopt the K-12 Initiative in its budget and introduces Sen. Harvey Peeler.
3:10 PM – Sen. Peeler talks about his "Read to Succeed" bill.
3:15 PM – Gov. Haley discusses the "Readers 2 Leaders" program and presents Darlene Sutton (2013-14 Teacher of the Year) with "March into Literacy Month" proclamation.
3:20 PM – Press Q&A, if necessary.

INVITEES:

Rep. Kenny BINGHAM

Rep. Brian WHITE (?)

Sen. Harvey PEELER

Darlene SUTTON, 2013-14 Teacher of the Year (1st grade at Pickens Elementary School)

Other legislators who support the K-12 Initiative and Read to Succeed

BACKGROUND:

(Standard K-12 education initiative background)

TALKING POINTS:

- ☐ We're gathered here today to celebrate literacy, and in a moment, I have a proclamation I'd like to issue. But first, I'd like to talk about our K-12 initiative.

- Last year, I traveled all around the state and met with teachers, parents, superintendents, advocates, and legislators. We used what we learned during those meetings in order to put together a K-12 initiative that focuses on technology in the classroom, a fairer and simpler funding formula, and most importantly – literacy.
- My executive budget included nearly \$30 million in new, recurring funding for reading coaches and targeted those funds to the elementary schools that need it most.
- I want to thank Rep. Kenny Bingham – who chairs the K-12 subcommittee in the House Ways and Means Committee – for helping us to shape that K-12 initiative and for ensuring that it was included in the Ways and Means Committee’s budget.
- **HAND-OFF TO BINGHAM** (Literacy, budget)
- Next week, the full House will take up the budget, and I hope they keep the momentum going.
- In the meantime, the Senate is already holding subcommittee meetings on the budget, and that brings me to Sen. Peeler. The Senate is not only starting its work on the budget – they also have a bill that’s been trapped on the calendar since last May that is absolutely crucial to improving literacy in South Carolina.
- **HAND-OFF TO PEELER** (Read to Succeed)
- The K-12 initiative and “Read to Succeed” are about things we can start doing in order to improve literacy. But some people are already out there working on it now, and one of them is South Carolina’s Teacher of the Year, Darlene Sutton. Darlene is a 1st grade teacher at Pickens Elementary School.
- Earlier today, Darlene was part of a group put together by Leadership South Carolina that announced a “Readers 2 Leaders” project that will bring public and private resources together to fight illiteracy. That group is trying to raise \$100,000 this year to:
 - Provide teachers with training on proven instructional methods, such as “Leveled Literacy Instruction”
 - Supply books and reading materials for students to take home
 - Increase statewide awareness of the harm that illiteracy causes and on the importance of early intervention
- In recognition of these efforts and to call attention to the importance of reading in every child’s life, I’m declaring this “March into Literacy Month” in South Carolina.
- **[PRESENT PROCLAMATION TO SUTTON]**

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