

RADIO ROUNDUP

a collection of features, oddities,
and helpful tips



**NORTH AMERICAN
PRECIS SYNDICATE, INC.**

350 Fifth Avenue, 65th Fl.
New York, N.Y. 10118-0110

174 WORDS, 60 SECONDS

READING IS FUNDAMENTAL

HAPPY BIRTHDAY, READING IS FUNDAMENTAL! NOW CELEBRATING ITS FORTIETH ANNIVERSARY, READING IS FUNDAMENTAL, OR RIF ("RIFF"), THE NATION'S OLDEST AND LARGEST CHILDREN'S LITERACY ORGANIZATION, HAS GIVEN AWAY MORE THAN THREE HUNDRED MILLION BOOKS. THAT IS MORE THAN ONE BOOK FOR EVERY PERSON IN THE UNITED STATES OR, IF LAID END TO END, ENOUGH BOOKS TO CIRCLE THE GLOBE ONE AND A HALF TIMES. RIF'S SUCCESS IS DUE IN LARGE PART TO THE SUPPORT OF SPONSORS LIKE CAPITAL ONE AND TO THE HUNDREDS OF THOUSANDS OF VOLUNTEERS WHO, OVER THE LAST FOUR DECADES, HAVE INSPIRED MILLIONS OF CHILDREN TO LOVE READING. PERHAPS YOU WERE ONE OF THESE CHILDREN. IF YOU REMEMBER THE DISTINCTIVE HONK OF THE RIF BOOKMOBILE, THE CAROL BURNETT T-V COMMERCIAL, OR IF YOU EVER RECEIVED A FREE RIF BOOK THAT WAS YOURS TO KEEP, THEN YOU ARE A FORMER RIF KID AND RIF WANTS TO HEAR FROM YOU. RECONNECT WITH RIF AND TELL YOUR STORY BY VISITING ITS WEB SITE AT W-W-W--DOT--R-I-F--DOT--ORG.