
OFFICE OF GOVERNOR RONNIE MUSGROVE
INTEROFFICE MEMORANDUM

TO: ROSEMARY MAXEY
FROM: KELLY RILEY
SUBJECT: "READING WITH RACHEL"
DATE: 3/21/00
CC: FILE

I received the "Reading with Rachel" packet of information from Ashley Shaw, Personal Assistant to First Lady Rachel Hodges in South Carolina (803-734-9406). Ashley had conveyed most of the packet's information in our telephone conversation. I am enclosing a copy of the "Program Summary" and a pamphlet for both Mrs. Musgrove and you.

I think the next step would be to decide if the First Lady wishes to implement a similar program here in Mississippi. If she does, I would recommend that we consider John Scardino's services (Scardino & Associates in Washington, D.C., 202-737-7733). According to my conversation with Ashley, Mr. Scardino did all of the groundwork for the program (design, support of five publishing companies to donate the free copies, etc.). He does charge \$5,000, but Ashley said that he is receptive to delayed payment.

As always, I will be happy to offer any assistance the First Lady requests. Please call me (9-2528) and we can discuss additional steps.

OFFICE OF GOVERNOR RONNIE MUSGROVE
INTEROFFICE MEMORANDUM

TO: ROSEMARY MAXEY
FROM: KELLY RILEY
SUBJECT: "READING WITH RACHEL"
DATE: 3/8/00
CC: FILE

I spoke to Ashley Shaw, Personal Assistant to First Lady Rachel Hodges in South Carolina (803-734-9406). Ashley is forwarding me a packet of information concerning the program. She did give me John Scardino's name. He operates the consulting firm of Scardino & Associates in Washington, D.C. (202-737-7733). Mr. Scardino's resources were brought to Mrs. Hodges' attention by South Carolina's former Chief-of-Staff. Ashley highly recommends Mr. Scardino and has spoken to him of our interest in the program and he is very receptive to working with us. He charges a \$5,000 flat fee, but Ashley reported that the return is ten-fold and that he is also very receptive to delayed payment (after sponsorships have been obtained). A few comments she made about the program and Mr. Scardino:

- Scardino is very well connected to the publishing world, which resulted in his obtaining the support of five publishing companies to donate the free copies (200/month) of the books of the month. His sister or sister-in-law is with Penguin-Putnam.

Ashley reported that Scardino was the key to the success of the entire program. She said that Mrs. Hodges knew that she wanted to focus on the arts, reading and education and they had some preliminary ideas. Scardino came in and organized everything and did the groundwork. Ashley said that they simply carry out the program now (discussion below of time required of the First Lady). The program has been in existence for a little more than a year and Ashley said that they could not have accomplished nearly as much without Scardino's management and leadership.

- The First Lady distributes the 200 donated copies of each month's selected "book of the month" to four schools per month, as well as to the children who attend the First Lady's monthly reading of the book at the mansion. The four schools are selected to receive books based upon their school readiness scores and the percent of free and reduced lunch recipients.
- The program requires very little of the First Lady's time: travel to the four selected schools per month; read to a class at the mansion one time per month; and, taping of

the 30-minute tv show. (NBC has contacted Ashley about running “Reading with Rachel” on cable.)

- The Governor holds his own monthly reading of the selected “book of the month” – very good for “coordinated effort/good interface” appearances
- The program makes for a great PR program for the First Lady (providing free books to school children; encouraging excitement about reading); the program gives more punch to other literacy/reading programs (carries some clout when the First Lady asks viewers of the tv show to contact their local literacy groups); and, the program serves as an “umbrella program” to excite citizens about reading.

I will provide additional information as soon as I receive and review the packet of information. Ashley offered to hold a conference call with the two of us, should you desire to do so. (Of course, please feel free to contact her directly.) I look forward to providing continued support, information and assistance!

**OFFICE OF GOVERNOR RONNIE MUSGROVE
INTEROFFICE MEMORANDUM**

TO: ROSEMARY MAXEY
FROM: KELLY RILEY
SUBJECT: PROPOSED READING PROGRAM FOR THE FIRST LADY
DATE: 2/17/00
CC: FILE

We ran across the enclosed information regarding "Reading with Rachel" on the web and wanted to share it with Mrs. Musgrove.

"Reading with Rachel" is South Carolina First Lady Rachel Hodges' family literacy program. Mrs. Hodges will be speaking at the First Ladies' Luncheon at the upcoming National Governors' Association meeting and will provide information packets regarding the program at that time. We are also contacting Mrs. Hodges' assistant in order to obtain more information.

If Mrs. Musgrove is interested in pursuing a similar program, I will formulate a program description for her as to the logistics of a program here in Mississippi (book selection, sponsors, television broadcast, etc).

Please advise me as to the wishes of Mrs. Musgrove. Thanks!