

## CEO's Message

"What is fake is not news; what is news is not fake."

Literacy helps us to know the difference. Today, at least as much as ever, our community requires greater literacy, for old reasons and for the more current ones.

When more people read, more heads of households acquire jobs, take job promotions, and earn more income.

When more moms and dads can read, it is more likely that their children will have books and will have someone who can read those books to them. These children will be exposed to more words and will be ready for school when it is their turn for kindergarten. It will be more likely that their parents will be engaged in activities that promote critical thinking with their children.

More people will vote and become engaged in enhancing quality of life in their neighborhoods and schools. Poverty levels drop. Fewer people engage in criminal activity. And those who receive literacy instruction while incarcerated are a lot less likely to return to a state of incarceration.

Literacy helps to control the cost of healthcare. The more patients can understand what doctors say, what healthcare literature says, what medicine labels say, the more likely they will recover, more quickly, less expensively, from ailments.

Democracy is dependent upon the ability of residents to monitor how well they are being served by their representatives. Literacy gives people the ability to read and be critical of political commentary, and what is truth vs. lies, fiction vs. non-fiction, fact vs. opinion, and objectivity vs. subjectivity and exaggeration.

In a world of information--that comes to us from all directions, by voice, through newspapers and magazines, by text, via instant messaging, or by email—we need everyone to read more thoughtfully.

We are grateful to those who are advocates for greater literacy, who volunteer, who donate books for children, or who contribute funds to literacy programs...so that others can play their key roles in our nation and in a society that values and aspires to protect its way of life and freedoms.

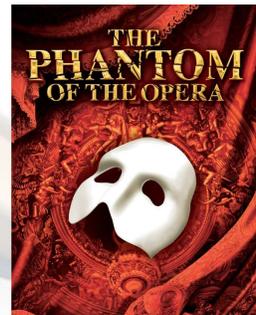


Jose L. Cruz  
SDCOL CEO

## Calendar of Events

**August 23**

Phantom of the Opera  
*The San Diego Civic Theatre*



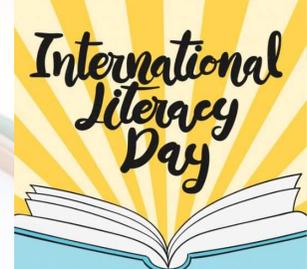
**August 25**

The San Diego Union-Tribune  
Festival of Books  
*Venues in Liberty Station  
Point Loma*



**September 8**

International Literacy Day



**November 27**

Giving Tuesday

#GIVINGTUESDAY™



# Voice of Literacy

[www.literacysandiego.org](http://www.literacysandiego.org)  
(888) 850-7323  
[contact@literacysandiego.org](mailto:contact@literacysandiego.org)

## New Literacy Statistics for San Diego County, Cities, Communities

In the past months, the San Diego Council on Literacy has accessed numerous data sources to update the state of literacy in our region, cities, and communities.

Timed with International Literacy Day, September 8, 2018, the SDCOL will release information that will show adult literacy rates for San Diego County, for all 18 cities in San Diego County, and for communities in our region.

Additionally, the SDCOL will provide, for easy access, information detailing the language arts scores for 4th graders in local elementary schools.

These figures will be packaged to show how well adults and 4th graders in each of the 18 cities are faring in reading prose and achieving in the area of language arts.

Preliminarily, the data shows that National City, Chula Vista, and Imperial Beach, rank lowest for adult literacy skills among the region's 18 cities. Our most literate cities as relates to adults, are Del Mar and Encinitas.

The data also shows that our least literate communities are in the Southeastern Neighborhoods and San Ysidro. Our most literate community is La Jolla.

The data supports the conclusion that ethnicity, income level, zip code, and first language status are strong determinants of an individual's level of reading. This data also supports the idea that lack of access to resources and family stability issues play a strong role in determining how well adults and children are performing and engaging as readers, students, heads of households, community members, and workers.

Please look for SDCOL updates on these statistics.



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Let's "Tacobout"

**EAT DRINK READ**

TOTAL RAISED

\$45,000!

Here's how we did at Eat. Drink. Read. 2018!



50 News Stories



264 Attendees



17 Participating  
Restaurants



100% Fun





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## "Literacy for All" Show on wsRadio.com The San Diego Council on Literacy's Radio Program!



The San Diego Council on Literacy has a radio show, *Literacy for All*, broadcasted live and podcasted from [wsRadio.com](http://wsRadio.com).

The show features guest speakers, locally and from across the nation, sharing information to help parents, literacy advocates, and businesses access information that meets their needs.

Recent broadcasts have featured interviews with representatives from ProLiteracy, San Diego OASIS, the San Diego County Office of Education's Everyone a Reader Program, Classroom of the Future Foundation, Arts for Learning, and the Dyslexia Training Institute.

The show can be heard live, every second and 4th Tuesday of each month, 9:00 a.m. to 10:00 a.m., on wsRadio.com, on the Internet. Broadcasts are archived/podcasted for easy reference.

Current data shows that listenership is good and growing. This is good news since little has been done to promote the show through the national literacy network. ProLiteracy, the largest adult literacy organization in the world, will be promoting *Literacy for All* programming in its communications to its network.

The show is hosted by SDCOL CEO, Jose Cruz. Says Jose, "As far we know, this is the only radio show in the nation that focuses solely on literacy. We are excited about what is taking place and about our future."

Please contact the SDCOL for radio show sponsorship opportunities.

Thank you to our wonderful Eat. Drink. Read. sponsors for supporting our vision of

### "Literacy for All"

#### Major Sponsors


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Here's What *The San Diego Union-Tribune* is Doing...

## *The San Diego Union-Tribune Festival of Books*

JOIN US. GRAB A BOOK.

Admission to the festival is free.

The San Diego Council on Literacy is a beneficiary of funds raised from this event.

For more information visit:

<http://sdfestivalofbooks.com>

#grababook #bookfestival #sandiegouniontribune #letsreads

Where - VENUES LIBERTY STATION, PT. LOMA

When - AUGUST 25, 2018 @ 10:00AM – 5:00PM

## "Sock Illiteracy"

Our friends at *The San Diego Union-Tribune* are raising funds for literacy through the Sock Illiteracy campaign.

A percentage of funds goes to the San Diego Council on Literacy.

Pre-order now!

[www.sockproblems.com/illiteracy](http://www.sockproblems.com/illiteracy)

Socks are available in men's and women's sizes.  
Buy these socks. Wear these socks. Support greater literacy in San Diego!

