

## News Release

For Immediate Release

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## **Students Tune-In to *Califone*<sup>®</sup> Listening Centers to Improve Reading Skills**

*Audio-supported reading provides engaging format for students to learn to read*

CHATSWORTH, Calif. (May 2, 2005) – The use of listening centers in the classroom is a proven method to unlock the power of reading as a gateway to other knowledge. While the technology has been around for many years, its use in schools has never before been more critical to reading instruction as the nation’s focus on student achievement grows.

The American Academy of Pediatrics states that listening to stories read aloud promotes brain development and emerging literacy. One of the most efficient ways to support independent reading and reading aloud in the classroom or library is the use of listening centers.

*Califone* International, Inc., the premier manufacturer of high-quality audio technology for the education market, has updated the listening center to provide wireless connectivity, portability and expandability specifically designed and safety-certified for school use. Constructed to withstand the rigors of daily classroom use and deliver high-quality audio, *Califone* listening centers ensure clear, crisp sound, imperative for language and literacy applications.

Dr. Doreen Oleson, principal at Saint Mark’s School in Altadena, Calif., explains that when young students are learning early reading skills, sound crispness and audibility are critical. The school uses *Califone* listening centers for its lower elementary classrooms as language labs for students to learn consonant and vowel sounds, pronunciation, vocabulary and fluency.

Today’s students are “media multi-taskers” according to a recent study by the Kaiser Family Foundation. Providing a learning environment that engages students’ penchant for various media increases their enjoyment and motivation to learn. “Listening centers incorporate audio experiences to add a new, interactive dimension to reading,” said Tim Ridgway, vice president of marketing for *Califone*. “Books suddenly come alive.”

Because students can listen to reading material on tape or CD individually, in groups or with the whole class, the listening centers allow for differentiated instruction, so educators can reach a range of students with diverse learning styles and abilities. While working one-on-one with a few struggling learners, an educator can direct the other students in the class to the centers for independent reading or a reading project.

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Once students have passed the learning to read stage, listening centers also help students read to learn. Through the centers, students have access to material they might not be able to read on their own, offering them the opportunity to encounter new words and subjects as well as a variety of writing genres and styles. Students can become immersed in readings from other cultures or historical speeches.

*Califone* listening centers offer durability and portability to allow schools to use the equipment for a variety of settings such as libraries and classrooms plus a range of school programs such as after-school and ELL programs. The Wireless Cassette Learning Center uses an infrared cassette recorder/player that wirelessly connects to any number of headphones. It comes with four wireless headphones and carrying case. For smaller groups, the Performer Plus Listening Center includes a CD/dual cassette recorder/player and five stereo headphones with wired connection. Another option is the Portable CD Learning Center, which offers a digital CD player and four multimedia stereo headphones. For more information on the full line of *Califone* listening centers that are specifically designed for school use and are C-UL/CE approved for school safety, call 1-800-722-0500 or visit [www.califone.com](http://www.califone.com).

#### **About *Califone***

*Califone* was founded in 1946 and continues to be a leader in the design, development and manufacturing of audiovisual and supplemental curriculum products for use in education, presentation and professional markets. The company offers a complete line of audio solutions, wireless systems and multimedia products for small, medium and large presentation needs. *Califone* serves millions of educators and children in the PreK through higher education school environments and has expanded to serve business and industry, houses of worship, parks and recreation and other presentation markets as well. For more information, visit [www.califone.com](http://www.califone.com) or phone (800) 722-0500.

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#### **Editor's Note:**

The following URLs offer the suggested retail price as well as a downloadable high-resolution jpeg and spec sheet of the products referenced in the release. More listening center products other than the ones listed below are also viewable online.

- Performer Plus Listening Center,  
[http://www.califone.com/product\\_info.php?cPath=50&products\\_id=87](http://www.califone.com/product_info.php?cPath=50&products_id=87)
- Wireless Cassette Learning Center,  
[http://www.califone.com/product\\_info.php?cPath=50&products\\_id=275](http://www.califone.com/product_info.php?cPath=50&products_id=275)
- Portable CD Learning Center,  
[http://www.califone.com/product\\_info.php?cPath=50&products\\_id=274](http://www.califone.com/product_info.php?cPath=50&products_id=274)