

TRIPOD
A Public Relations Plan

Lesley Moran
CM 441
December 13, 1999

Client: TRIPOD

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Client Background:

TRIPOD is a private, non-profit educational research organization committed to helping families raise their deaf and hard-of-hearing children in a supportive environment.

Mission: TRIPOD's mission is to demonstrate a cost-effective educational model in which deaf and hard-of-hearing children are co-enrolled with their hearing peers so all can realize their full academic potential.

History: The TRIPOD organization has evolved through several different stages. In 1983, TRIPOD founder Megan Williams was researching educational opportunities for her profoundly deaf son Jacob and found them completely sub-par to hearing schools. By raising \$150,000 in funding and recruiting deaf education specialists, it began as a private pre-school with four children and three years later formed a partnership with a small private elementary school (Stage I).

- ◆ In 1989, TRIPOD entered into a partnership with the Burbank Unified School District (Stage II).
- ◆ In 1993, this public/private partnership evolved into a regional program serving four school districts within the Special Education Local Plan Agencies (SELPA) (Stage III).
- ◆ These efforts have been successful because of TRIPOD's active role in private fundraising activities. The program is now officially known as the Foothill & Pasadena SELPAs/TRIPOD program for deaf and hard-of-hearing children. It is housed at four sites within the Burbank Unified School District.

Nature of Services:

Education: Tripod offers an effective combination of programs and services to children and families affected by hearing loss. The model regional program is located in the Burbank Unified School District and is administered by the Foothill and Pasadena Special Education Local Plan Agencies (SELPA's). The California State Department of Education recognizes the program. The partnership co-enrolls deaf and hard-of-hearing students into classes with hearing students in the Burbank Unified School District. As a result, deaf and hard-of-hearing students and their siblings attend more than a dozen school districts in Southern California.

- ◆ The Montessori-based Parent-Infant/Toddler Program for deaf, hard-of-hearing, and hearing parents and infants/toddlers up to three years of age, operated throughout the September-June school year. The program provides instruction incorporating the Montessori-methodology, information, counsel

and support at the onset of identification of the baby's hearing loss. Through home visits, a weekly play and parent support group, and sign language instruction, the Parent-Infant/Toddler Montessori program facilitates the development of communication and bonding between parents and their infants.

- ◆ The Montessori Pre-School/Kindergarten Program serves deaf, hard-of-hearing, and hearing children from two and a half to six years of age. The learning environment supports each child's growth and development – physical, cognitive, social and emotional. The program incorporates Montessori pedagogy within a “Reverse Mainstream” (two-thirds deaf/hard-of-hearing to one-third hearing) environment. In this setting, the hearing children learn sign language and develop the foundation for strong peer relationships.
- ◆ The Elementary Program is aligned with the curriculum of the Burbank Unified School District where hearing, deaf, and hard-of-hearing students are co-enrolled in grade appropriate pursuits. Classes are taught by regular curriculum teachers and teachers of the deaf and hard-of-hearing, thus ensuring those students acquire information directly and not through a third-party interpreter.
- ◆ The Middle School Program continues the model of co-enrollment and co-teaching within the Burbank Unified School District classrooms. The TRIPOD students learn in a rich communication environment with hearing peers who become fluent in sign language.
- ◆ The High School Program continues the TRIPOD model through 12th grade. The Program offers an educational setting that provides for intensive language acquisition, and social and emotional growth due to continued interaction with hearing peers, counseling, varsity sports, electives and college preparation.
- ◆ The Extended School Year is offered each summer for six weeks. The summer curriculum is thematic at the preschool/kindergarten level. The elementary and middle school programs focus on a reading/writing clinic to improve students' skills.

Support: TRIPOD's Family Sign Program provides sign language instruction in the home environment to families new to the TRIPOD Program. Family Sign classes, available to extended family members and friends, are taught by deaf and hard-of hearing adults who introduce modes of communication and serve as positive role models.

- ◆ The TRIPOD Parent Association provides support and exchange of information among TRIPOD's families and staff.

- ◆ The TRIPOD newsletter is a monthly publication that offers current information on important educational issues and activities for family and friends.
- ◆ TRIPOD Captioned Films (TCF) is a public outreach project of TRIPOD, founded for the purpose of making feature films accessible to deaf audiences nationwide.
- ◆ Volunteer opportunities are available to those interested in working with children, parents or school staff.

Special Event: TRIPOD is hosting The 10th Annual Friends' Award Luncheon on May 20, 2000 at the Beverly Hills Hotel to honor members of the TRIPOD, the deaf community, their hearing counterparts and advocates in the general community. This is the organization's largest fundraiser of the year and is the basis for much of the media coverage. This year's honorees are TRIPOD's own Barbara Berg, the National Technical Institute for the Deaf's (NTID) Vice President Robert Devila and Paramount Studios.

- ◆ This event will reinforce the importance of supporting deaf education reform to the general public, as well as to the deaf community, educators, legislators and families nationwide.
- ◆ The luncheon will showcase the success of the TRIPOD Model School and the TRIPOD Captioned Film Project as leaders in the movement to increase access and literacy for the deaf community.

Publicity Plan Objectives:

Informational: To spread the mission and get information to the public. *- m LA ?*

- ◆ To increase awareness of deaf education reform
- ◆ To position TRIPOD as a leader in this movement through the Model School Program and springboard to the other successful facets of the organization.
- ◆ To raise visibility for the cause in the media

Motivational: To honor prominent members and friends of the deaf community for their dedication and commitment to the mission.

- ◆ To create a feeling of unity between the organization, the donors, the participants and the volunteers.
- ◆ To enlist additional volunteers.
- ◆ To attract more major gift donors, corporate or personal, out of a tremendously powerful and competitive pool to sponsor future events.
- ◆ To raise more money than last year's \$150,000 profit to support the TRIPOD Programs.

Audiences: The families who use these programs and their children/students in one of TRIPOD's Model Schools.

- ◆ The deaf community
- ◆ Educators around the country who would adopt the model for their districts.

- ◆ Business leaders and celebrities who are always looking for worthy causes to donate some of their spare cash.
- ◆ Legislators who advocate increased accessibility for people with disabilities
- ◆ Media, local and potentially national, would cover the star-studded luncheon and therefore validate the cause so there could be more in-depth features on TRIPOD's amazing work in the field.

Key Media: Because of the various communication barriers that do still exist, the primary media source we would rely on would be print - both magazines and newspapers. The specific sections would be targeted differently for each of our potential audiences. The regional nature of the organization's impact currently limits the venues to primarily California-based newspapers.

Families: *The Los Angeles Times* circulation 1,095,007

This is the most widely-read newspaper in Southern California so it would reach a wide scope of audiences. The Education Editor Doug Smith often does special coverage of the Los Angeles Unified School Districts and could include the TRIPOD model school as one that is embracing the entire family unit surrounding a deaf child and use that as an example of leadership in education reform.

- ◆ *Los Angeles Times/Valley, Los Angeles Weekly, Burbank Leader, Burbank Times, Beverly Hills Chronicle* – These are all the small community-based papers surrounding the organization. TRIPOD wants to create a feeling of unity between Los Angeles' deaf and hearing population. Appropriate stories would include profiles on some of TRIPOD's outstanding scholars and/or athletes from the area.
- ◆ *LA Parent Magazine* – This magazine features many stories about successful ways to parent children with disabilities and does feature stories on Los Angeles public schools of which TRIPOD is a part.

Television: W-KNBC Channel 4 in Burbank has a program called *Today in LA* on Monday-Friday from 5:30-7AM and would be a great opportunity to get at those parents who are up early getting their children ready for school and daycare and a piece on TRIPOD might reach an audience who did not even know they existed.

- ◆ W-KLCS Channel 58 is a station owned by the Los Angeles Unified School District and could cover the actual luncheon for the soft news. The TRIPOD students in the schools always provide entertainment for the guests by signing and signing a song simultaneously. Last year's song was written by Celine Dion especially for TRIPOD and this year will be Phil Collins.

Deaf Community: The networks in the deaf community rely primarily on the various newsletters and magazines produced by the deaf community for the deaf community.

- ◆ *Deaf Life, GLAD, Deaf USA, Mainstream, Ability, Silent News, Newswaves, Volta Voices, The Community Ear* and *Deaf Nation* are all highly respected

- ◆ To reach more families who would benefit from TRIPOD's programs.
- ◆ To gain more exposure and create a wider network of alliances, both corporate and personal

Tactics:

Personal relationships: Barbara and Chris Montan have a son in the TRIPOD Model Schools and are serving as the Luncheon Chairs. Mr. Montan is President of Music for Disney and is heavily connected to celebrities and players in the entertainment/music entertainment. Many of the members of the Honorary Benefit Committee are equally connected and TRIPOD uses these personal relationships to garner more coverage in the media.

Feature Stories:

- ◆ Pitch story to *Deaf Life* - a newsletters for the deaf on a feature story of NTID's Vice President Robert Devila as an example of the extraordinary accomplishments of a deaf immigrant in America. Unlike his hearing siblings, Devila was eligible for education in an institution and now holds a high position at one of the country's premier learning institutions for the deaf.
- ◆ Pitch to *InStyle Magazine* and have them cover the luncheon. Because of the celebrity pull, there would be incredible photo opportunities and a chance to get publicity for TRIPOD in a widely read national magazine. They have even underwritten benefits themselves before. The December 1999 issue included coverage of four benefits and two had four-page spreads and there was an article called "Cause Celeb: Shining Stars," that honored six celebrities who are highly committed to charity work.
- ◆ Pitch to *Los Angeles Times/Valley* to do a profile on Barbara and Chris Montan who have a son in the TRIPOD model school and are a huge part of the success in TRIPOD's fundraising over the last six years. Barbara also started the TRIPOD Captioned Film Project in 1993. Since its inception, TCF has grown from one film a year to a projected 50 films in 1999. Chris is President of Music for Disney and his influence with Paramount Pictures was the catalyst to TCF's massive growth.
- ◆ Pitch feature to Education editor Doug Smith of the *Los Angeles Times* who does special coverage of the Los Angeles Unified School District about the success of TRIPOD's students integrated into the Burbank public schools.
- ◆ Pitch to the *Boston Globe* Metro Section a story about handicap access or lack thereof in the city of Boston. TCF is targeting Boston as one of fifteen cities nationwide to improve deaf access to movie theatres. The focus could be on the potential improvements made from the adoption of "dedicated theatres" that will show captioned movies 7 days a week, 52 weeks a year.
- ◆ Dedicate the entire TRIPOD newsletter in May 2000 to the luncheon.

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Broadcast Media:

- ◆ Due to audio restrictions on TV, the choices would be more limited but we would pitch to KTLA's Channel 5 program *The Live Show*. The program is devoted to current events and public affairs in Los Angeles with guest interviews. Mr. Montan and Marlee Matlin, one of TRIPOD's board members could go on and talk about the impact of access for the deaf community and add the luncheon as one of many ways to get involved with this local organization.
- ◆ KLCS's Channel 58 is owned by the Los Angeles Unified School District and would be interested in doing a five-part series on the progress of this unified district by profiling one student who is excelling in either academics, sports or community service. A TRIPOD student would be an opportunity to demonstrate the benefits of the program and would be an example of why the program should continue.

News releases:

- ◆ News releases would be sent three weeks before the luncheon to the calendar sections of Los Angeles-based newspapers and magazines to announce the event (See Media List).

Promotional Video: Last year's video was made available to deaf education programs across the country and featured a song written and performed by Celine Dion, exclusively for TRIPOD. I would do the same thing but use Phil Collins instead as he is a huge supporter of TRIPOD and slightly less sappy.

Timetable: Sept. 1999 – research potential corporations to underwrite the various elements of the luncheon.

- ◆ Sept./Oct. 1999 – start sorting through all the potential honorees and narrow it down to five.
- ◆ Ask Phil Collins to be involved in the making of the promotional video
- ◆ Dec. 1999 – decide targeted corporate donors and coordinate lunch dates to pitch the idea
- ◆ Write letters to the honorees and find out if they are interested.
- ◆ Create presentation to give to the underwriters and create backgrounds on the three honorees to use as leverage in the pitching process.
- ◆ Pitch to *InStyle*
- ◆ Jan. 2000 – pitch to the designated six Internet moguls and win them all
- ◆ Confirm Beverly Hills Hotel
- ◆ Pitch story to the *Boston Globe* and *Los Angeles Times/Valley*.

- ◆ Feb. 2000 – pitch to corporations who will donate raffle prizes, flowers, table favors, live captioning and printing for the luncheon.
- ◆ Pitch TV stories to the assignment editors
- ◆ Pitch to *Deaf Life*
- ◆ Edit and finish promotional video with Phil Collins' inspirational song.

- ◆ March 2000 – send invitations with RSVP date by April 1.
- ◆ Confirm corporate donations.

- ◆ April 2000 – combine pitch presentation and biographies of the honorees into a press release
- ◆ Send release to the designated media with promotional video where applicable
- ◆ Compile final list of guests

- ◆ May 2000 – final confirmations of guests and honorees
- ◆ Collect all the letters and awards and create adbook layout and then send it to print
- ◆ May 20, 2000 – attend luncheon

- ◆ Post-event – write thank you's to all the volunteers, donors and honorees
- ◆ Tabulate the dollars raised and celebrate

Budget: TRIPOD designates a \$40,000 budget for the annual luncheon. The salaries of the staff, including public relations, or office space etc. to the Luncheon. Those are TRIPOD general fundraising expenses.

- ◆ Consultant - \$12,000
- ◆ Hotel/Food - \$15,000
- ◆ Printing, invitations, postage - \$5,000
- ◆ Adbook - \$8,000
- ◆ Donations include table favors, floral arrangements, and live captioning.
- ◆ Raffle prizes: 2 round-trip tickets to London from British Airways, round-trip LAX sedan transfers, 1 Rolex women's watch, 1 Movado men's watch, and a weekend stay for 2 from the Beverly Hills Hotel.

Evaluation: Compile news clips of print coverage and create a book to keep as a reference.

- ◆ Note increased enrollment in the TRIPOD Programs
- ◆ Note increased calls to the House Ear Institute's LEAD Line, a national toll-free hotline TRIPOD uses for information on parenting and educating a deaf child.
- ◆ Compare money raised to previous years and create a report
- ◆ Note the increase in continued corporate and/or celebrity support.

MEDIA LIST

Daily Variety
5700 Wilshire Blvd., #120
Los Angeles, CA 90036
Attn: Army Archerd

Los Angeles Magazine
111000 Santa Monica Blvd.
Los Angeles, CA 90049
Attn: Jessica Yellin,
Entertainment Editor

L.A. Parent Magazine
443 East Irving St.
Burbank, CA 91504

City News Service
1900 Ave. of the Stars
Suite 1870
Los Angeles, CA 90067

E!Entertainment
5670 Wilshire Blvd.
Los Angeles, CA 90036

Burbank Leader
425 W. Broadway
Suite 300
Glendale, CA 91204

Burbank Times
3917 Riverside Drive
2nd Floor
Burbank, CA 91505
Attn: Craig Sherwood

Ability
1001 W. 17th Street, #A
Costa Mesa, CA 92627

Hollywood Reporter
5055 Wilshire Blvd.
Los Angeles, CA 90036
Attn: George Christy

Los Angeles Times
Times Mirror Square
Los Angeles, CA 90053
Attn: Doug Smith,
Education Editor

Daily News
PO Box 4200
Woodland Hills, CA 91365
Attn: Barbara DeWitt

United Press International
Los Angeles Bureau
201 N. Figueroa, Suite 280
Los Angeles, CA 90012

TV Guide
Los Angeles Branch
5750 Wilshire Blvd., #375
Los Angeles, CA 90036
Attn: Mary Murphy

GLAD
222 Laverna Avenue
Los Angeles, CA 90041

Los Angeles Weekly
PO Box 4315
Los Angeles, CA 90078
Attn: Janet Duckworth,
Senior Features Editor

Deaf Nation
10385 Trailing Dalea Ave.
Las Vegas, NV 89135

Beverly Hills Chronicle
119999 San Vicente Blvd.
Los Angeles, CA 90049
Attn: Jane Fried, Editor

Los Angeles Times/Valley
20000 Prairie
Chatsworth, CA 91311
Attn: Wendy Miller

Hollywood News Calendar
15030 Ventura Blvd.
Suite 742
Sherman Oaks, CA 91403

Associated Press
Los Angeles Bureau
221 S. Figueroa St., #300
Los Angeles, CA 90012

Reuters Information Services
445 S. Figueroa St.
Suite 2000
Los Angeles, CA 90071

Deaf USA
7712 Lankershim Blvd.
North Hollywood, CA 91605

Mainstream
PO Box 370598
San Diego, CA 92102
Attn: William Stothers

Silent News
133 Gaither Drive, #E
Mt. Laurel, NJ 08054

*Wendy Miller
Phone # 5*

Newswaves
302 N. Goodman Street
#205A
Rochester, NY 14607

The Community Ear
300 NE Multnomal St.
Suite 2
Portland, OR 97232

The California Educator
575 Broadway
Redwood City, CA 94063
Attn: Karyn Dunhoff,
Contributing Editor

Deaf Life
PO Box 23380
Rochester, NY 14692
Attn: Linda Levitan

People Magazine
Los Angeles Branch
11766 Wilshire Blvd
Los Angeles, CA 90025
Attn: Monica Clark

The Boston Globe
300 Morrissey Boulevard
Dorchester, MA 02236
Attn: Tom Coakley,
Metro Editor

Volta Voices
3417 Volta Place, NW
Washington DC, 20007

InStyle Magazine
1271 Ave. of the Americas
New York, NY 10020
Attn: Ann Armbruster,
Features editor

Lesley Moran
6 Glenville Avenue, #4
Allston, MA 02134

December 13, 1999

Ann Armbruster
Entertainment/Features Editor
InStyle Magazine
1271 Avenue of the Americas
New York, NY 10020

Dear Ms. Armbruster: *Washle TRIPOD*
For deaf people, going to the movies has never easier. With many of the theatres in Southern California dedicated to showing closed captioned films 7 days a week, 52 weeks a year, deaf people are finally enjoying access to all of Hollywood's screen gems. This is due to the tremendous work of the TRIPOD Captioned Film Project, a public service function of TRIPOD. TRIPOD is a private educational research organization committed to helping families raise their deaf and hard-of-hearing children in a supportive environment. Camryn Manheim will be hosting the 10th Annual TRIPOD Friends' Luncheon on May 20, 2000 at the Beverly Hills Hotel to honor those in the entertainment, educational and business arenas who have generously supported the efforts of this non-profit group.

I think "Signs of the Times" would be a good fit for your publication. Past issues have included features on other benefit galas with amazing celebrity photo options. Your readers would also like to see that many of the stars give back to society in ways that really do make a difference.

I have full access to the TRIPOD staff and Board of Directors and can facilitate an interview with Ms. Manheim. I can provide any other background information on the catering or guest list that you might need.

Thank you in advance for reading "Signs of the Times". If you have any questions, please feel free to contact me at (617) 782-8873. I will call you in two weeks if I have not already heard from you.

Sincerely,

Lesley Moran

Lesley Moran
6 Glenville Avenue #4
Allston, MA 02134

December 13, 1999

Linda Levitan
Features Editor
Deaf Life
PO Box 23380
Rochester, NY 14692

Dear Ms. Levitan: 2

The path to success for deaf Americans has never been paved in gold. All too often, the bumpy road claims their unrealized potential because there is so little access to quality education and communication. A deaf child of Mexican immigrant workers would probably fit this bill. But Dr. Robert Davila has managed to do just the opposite. As Vice President of the National Technical Institute for the Deaf in Rochester, NY, Davila facilitates the NTID's mission to provide outstanding state-of-the-art technical and professional education for the approximately 1,100 deaf students on the RIT campus.

I think "Signing to New Heights" would be a good fit for your publication. Past issues have highlighted prominent leaders in the deaf community as well as national trends in education and literacy. Dr. Davila is a wonderful role model for the deaf community. Davila has the distinction of reaching the highest government position ever held by a deaf individual: Assistant Secretary for Special Education and Rehabilitative Services of the United States Department of Education (1989 to 1993). Davila was also the first deaf person to serve as President of the Council on Education of the Deaf, the Convention of American Instructors of the Deaf, and the Conference of Educational Administrators Serving the Deaf. He is being honored on May 20, 2000 for his incredible achievements by TRIPOD, a private educational research organization committed to helping families raise their deaf and hard-of-hearing children in a supportive environment.

I have interviewed Dr. Davila and have full access to all the faculty ^{at} Rochester Institute of Technology and the National Technical Institute for the Deaf. I can also provide an sign language interpreter to facilitate communications.

Thank you in advance for reading "Signing to New Heights". If you have any questions, please feel free to contact me at (617) 782-8873. I will be contacting you in two weeks if I have not already heard from you.

Sincerely,

Lesley Moran

TRIPOD

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TRIPOD is a private, non-profit educational research organization committed to helping families raise their deaf and hard-of-hearing children in a supportive environment. Started in September 1982 by Megan Williams, TRIPOD's mission is to demonstrate a cost-effective educational model in which deaf and hard-of-hearing children are co-enrolled with their hearing peers so all can realize their full academic potential.

The four children attending in 1982 quickly grew and became a partner with the Burbank Unified School District in 1989. The expansion through high school was extremely successful and June 1998 saw the first TRIPOD class of graduates at Burbank High School.

TRIPOD offers a variety of support services to families: the Family Sign Program that provides free in-home sign language instruction to new families; the TRIPOD Parent Association and the TRIPOD newsletter. Barbara Montan started the TRIPOD Captioned Film Project in 1993 as a public service outreach, founded for the purpose of making feature films accessible to deaf audiences nationwide. There were a projected 50 films to be shown in 1999.

TRIPOD has had in its evolution the advantage of the strong support and advice from the national research universities, the national association of parents of deaf and hard-of-hearing children, and the national associations of deaf and hard-of-hearing adults. In addition, professionals with experience in the area of deaf education have served on the TRIPOD Board of Directors, Professional Advisory Board, and Educational Advisory Board.

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Director of Public Relations
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Hold for April 2000

TRIPOD to Hold 10th Annual Award Luncheon

(Burbank, CA) On May 20, 2000 the TRIPOD Friends will honor Barbara Berg, Dr. Robert Davila, and Paramount Studios at the 10th Annual TRIPOD Friends' Award Luncheon at the Beverly Hills Hotel. These individuals will be recognized for their important contributions to the community, education and deafness. At the premier fundraising event for TRIPOD, Honorary Chair Camryn Manheim will lead the tribute before several hundred supporters from the education, business and entertainment communities.

Barbara, a longtime advocate for quality education for deaf children, has worked to raise awareness of TRIPOD and its successful model program. Mrs. Berg is a co-founder of the TRIPOD Friends' Award Luncheon and has remained on the Honorary Benefit Committee ever since.

Robert is the Vice President of the National Technical Institute for the Deaf, which is part of the Rochester Institute of Technology in Rochester, New York. Dr. Davila is a national leader in the deaf community and the first deaf person to hold the position of Vice President in the history of the NTID. He also has the distinction of reaching the highest government position ever held by a deaf person: Assistant Secretary for Special Education and Rehabilitative Services of the U.S. Department of Education (1989 to 1993).

Paramount Studios has been instrumental in supporting the TRIPOD Captioned Film Project for the past six years. The expansion of the program to a projected 50 screenings in 1999 is largely due to the high level of priority Paramount has placed on improving access to the movies.

Last year's luncheon raised over \$100,000 to continue the Model Education Program, which serves 125 deaf and hard-of-hearing children from birth through high school. TRIPOD, in a unique private/public partnership with the Burbank Unified School District, is committed to developing and demonstrating an effective public school program. The TRIPOD Model School offers the only "co-enrolled" setting in Los Angeles for deaf and hard-of-hearing children while upholding the same academic standards used for hearing children.

For more information about this event or any other, please contact Lesley Moran at (818) 972-2080.

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Contact: Lesley Moran
Phone (818) 972-2080
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FACT SHEET

- ◆ TRIPOD is a private, non-profit educational research organization committed to helping families raise their deaf and hard-of-hearing children in a supportive environment.
- ◆ TRIPOD's mission is to demonstrate a cost-effective educational model in which deaf and hard-of-hearing children are co-enrolled with their hearing peers so all can realize their full academic potential.
- ◆ TRIPOD's students perform at similar academic levels and with similar distribution of test scores as hearing students
- ◆ The longer a student is in the TRIPOD educational model school, the better he/she does compared to national deaf average score.
- ◆ TRIPOD students at the high school are achieving at an academic level that will allow them to go to their college of choice.
- ◆ Hearing student co-enrolled with TRIPOD students often outperform their hearing peers who are in traditional classrooms.

KEY DATES

- ◆ September 27, 1982 – TRIPOD is incorporated as a non-profit organization by Megan Williams.
- ◆ February 1984 – Montessori Pre-School Program opens, serving children 2 ½ to 6.
- ◆ August 1989 – Private/public collaboration begins with Burbank Unified School District.
- ◆ September 1991 – The model full-inclusion program expands from one team-teaching classroom to all grade levels at Washington Elementary School (a California Distinguished School Award recipient in 1995).
- ◆ February 1993 – Family Sign Foundation is established to provide all first-year families with free in-home sign language classes.
- ◆ April 1993 – The opened-captioned film project becomes an official outreach service project known as TRIPOD Captioned Films (TCF).
- ◆ September 1997 – The Foothill and Pasadena SELPAs/TRIPOD model program for deaf and hard-of-hearing students now serves children from birth through 12th grade. Several schools in California and across the United States are replicating the TRIPOD educational model program.
- ◆ **May 20, 2000 – TRIPOD hosts the 10th Annual Friends' Award Luncheon at the Beverly Hills Hotel. Camryn Manheim is Honorary Luncheon Chair and they will be honoring Barbara Berg, Robert Davila and an unnamed studio head from Paramount Studios.**