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TAGTEACH Press and Publications

TAGteaching is Highlight of ABA Conference

FOR IMMEDIATE RELEASE:

Boston, MA (PRWEB) June 7, 2004—TAGteach International created quite a buzz at the annual Association for Behavioral Analysis conference held in Boston this past weekend. Lifetime achievement award recipient, Murray Sidman, Ph.D., and former ABA president, Henry Pennypacker, Ph.D., commented that TAGteach™ was the “highlight of the conference,” and “a turning point in education.” Word spread quickly through the 3,000 attendees that grown men were literally weeping as they watched videos of children successfully and joyfully achieving once unattainable skills through this revolutionary all-positive method.

TAGteach co-creator and ABA presenter Theresa McKeon expressed the revolutionary value this method brings to coaching and teaching, “Imagine a gym where no one nags, nitpicks, demeans, or yells at a child to do better. Our TAGtots do better because TAGteachers present the information in a clear and digestible manner. It is the coaches’ (and teachers’) responsibility to present the information so that the child CAN succeed. We teach the coaches how to do this and that breaking the information down is not only vital, it’s fun!”

Essential to the TAGteach methodology is the TAG itself, an acoustical signal made by a small handheld clicker device. Joan Orr, biochemist and TAGteach co-creator, explains, “The binary message of the TAG is key to the success our kids have experienced. When they hear the acoustical marker at the exact moment a skill is achieved, students create a neural “snapshot” that they can immediately recall the next time that skill is required.”

Karen Pryor, behavioral scientist and CEO of TAGteach International, comments, “This is long overdue. The information that this method works has existed for decades. We are just thrilled that the behavioral science community is responding so enthusiastically.”

For more information, contact TAGteach at info@tagteach.com or 877-TAG-0002.

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