



# Newsletter

Spring 2010

## From the Director's Desk

JRC has created a unique "Yellow Brick Road" Reward Street, images of which are shown in this newsletter. JRC's Yellow Brick Road runs 215 feet, from one end of our administration building to the other. Off of this road are sited 22 rooms that house some of the major reward systems for our students. Students earn money by improving academic performance (the more they learn each week, the more money they earn) as well as their behaviors, and spend some of that money on the rewards that are offered on the Yellow Brick Road.

The Road has a Wizard of Oz theme. When you enter it, moving and talking mannequins representing the Tin Man, Cowardly

Lion, Scarecrow, Wicked Witch, Glinda, Dorothy, and Toto welcome you and encourage you to enjoy the various rooms that are situated on the Road. These include: two arcades with many electronic and other games; a movie theatre; a snack bar; a hair salon; a gift store; an internet café; a library; a fitness room with exercise machines; a basketball court; an auditorium; a whimsical party room and 10 beautifully decorated conference rooms each with art by a different artist.

We have seen a significant improvement in our students' behaviors, as well as in their schoolwork, ever since we built the Yellow Brick Road and

began using it to motivate improved student performance.

This newsletter shows only a few highlights of our Yellow Brick Road. For a more complete series of photos of all aspects of the Road, please go to our website ([www.judgerc.org](http://www.judgerc.org)) and click on the link "Our new Yellow Brick Road Reward Street." Better still, come to JRC in person, take a stroll on the Yellow Brick Road, listen to what Dorothy and Toto and their friends have to say, and let your imagination take you back to Oz!

Matthew L. Israel, Ph.D.  
Executive Director

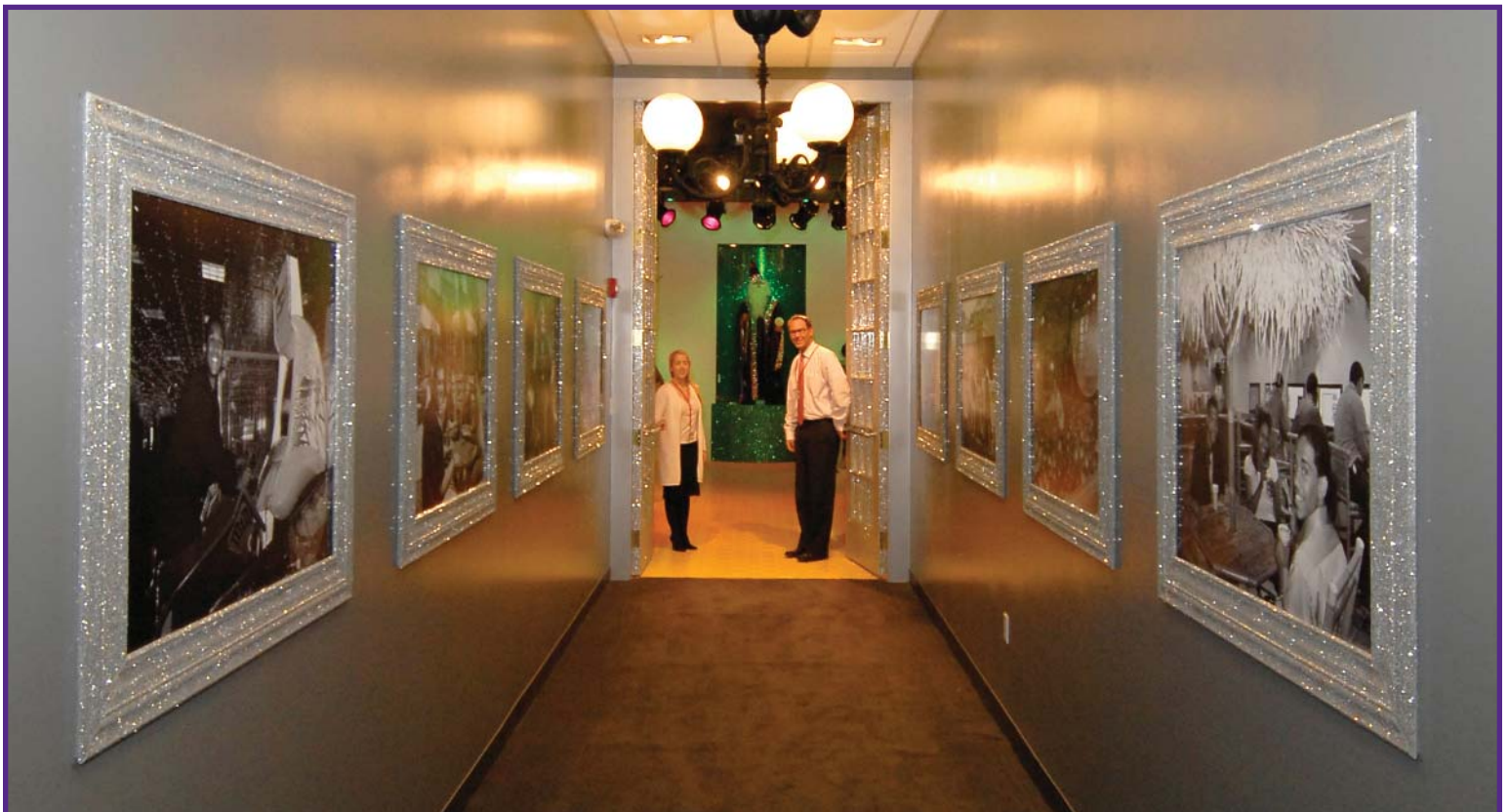




# Go from the Drabness of Kansas ...



The route to the Yellow Brick Road starts with this happy greeting from Bugs Bunny and Daffy Duck as you approach the Black and White Hallway.



The Black and White Hallway parallels Dorothy's experience before arriving in Oz - everything was only black and white and shades of gray. But when you open the Grand Doors you see the beginning of the Yellow Brick Road and the return of color.



# To The Emerald City ...



When you open the Grand Doors you see, directly ahead, the Wizard of Oz flanked by the Cowardly Lion and the Scarecrow. The Wizard greets you automatically, raising his magic sphere and encouraging you to visit the various reward areas. All of the mannequins on the Yellow Brick Road move their arms and lips and talk and sing when you press their buttons.



The Yellow Brick Road passes by Dorothy and Toto, as well as the Good Witch, Glinda, all of whom seem to be walking in a beautiful snow-covered Crystal Forest that is bathed in a soft pink light. Incongruously, the all-knowing Zoltar (in the booth at the far right) has also found his way into the Crystal Forest where he hands out fortune cards to visitors who approach him and press his button.



# Follow The Yellow Brick Road...



The Yellow Brick Road stretches from one end of the building to the other. Sited on the Road are the major reward areas of the school such as the Reward Arcade, Movie Theatre, Snack Bar, Hair Salon, Teen Lounge, Internet Café, Contract Store, Fitness Gym (with exercise machines), and Basketball Court.



The Big Reward Store contains a merry-go-round, electronic games, a ball pit, pinball machines, ping-pong table, snack machines, and a lounge. This amusement area is especially designed to be a lot of fun for our developmentally delayed students.



# To The Big Reward Store ...



The Ball Pit is one of the most attractive features of the Big Reward Store.



## Lindsley Auditorium ...

The Ogden R. Lindsley Auditorium has been used for events such as these: magic, clown and reptile shows; motivational talks; nutrition and health lectures; and President Obama's 2009 talk to the nation's school children.



# Hair Salon...



Students can earn an opportunity to make an appointment at the Hair Salon, where they can get a haircut, hair styling or a manicure. The hair salon is also used for vocational training for students who wish to pursue that line of work.



# Whimsy Room...

The Whimsy Room, which is filled to the gills with colorful art pieces and funky furniture, is where students and staff enjoy receptions, parties, and other special events. 6



# Cinema ...



A marquee with running lights announces the presence of the Emerald City Cinema, where students can watch movies and music videos, and play electronic games.



As students watch a film on the full-wall screen with surround-sound, they sit in comfortable lounge chairs that can give them a massage, and enjoy snacks that they purchase at the adjoining Snack Bar.



# Snack Bar and Teen Lounge ...



This Snack Bar connects to the Cinema and can be accessed directly from the Yellow Brick Road as well. Students can purchase popcorn, candy, hot dogs, pretzels, nachos, flavored waters, juices, Sno-Cones, etc.



The Teen Lounge contains a pool table, video games (seen in rear), a dance machine, a big screen TV, an air hockey game, a chess and checkers game, a simulated motorcycle video game, and Guitar Hero (the students' favorite video game).



# Contract Store ...



Students are rewarded with money for acquiring academic skills--the more skills they acquire the more they earn--and can spend this money to purchase specified privileges and items, including the merchandise in this in-house retail store. Music is supplied by a mannequin in formal dress setting at a player piano (above right). This store is called a "Contract Store" because students must have passed their current behavior contracts in order to use it.





# Internet Café ...



A favorite reward for many of our students is the opportunity to spend time in this Internet Café. Students can enjoy a cup of coffee while they surf the internet in a lounge with a tropical ambiance and Mexican artifacts.



A few students relax under the straw umbrella tables and colorful, tropical papier-mâché birds of the Internet Café.



# Fitness Room and Gym ...

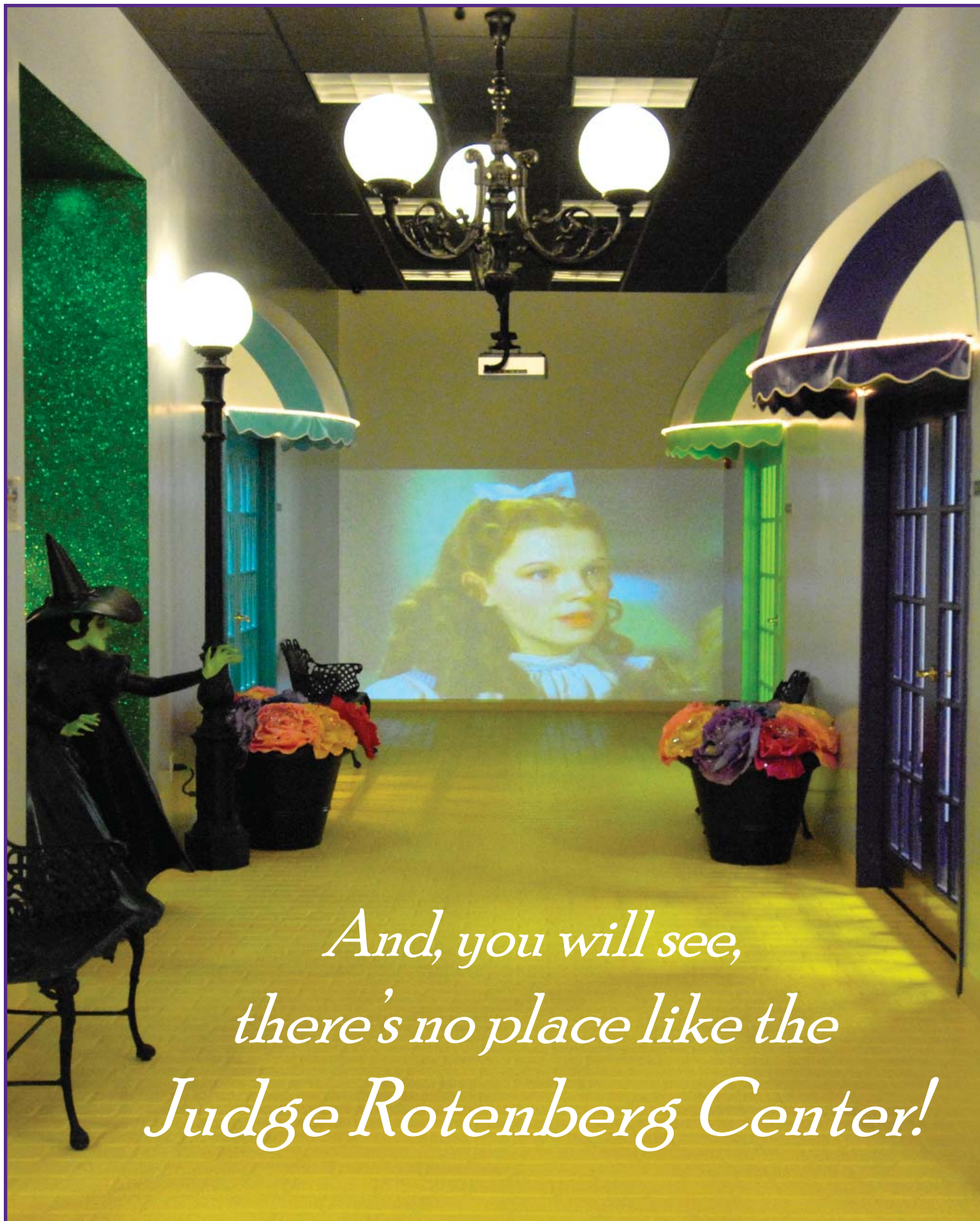


Also located at the end of the Yellow Brick Road is the Casoria Athletic Center, which includes a fitness room with exercise machines and a basketball court. The Center is named after a New York firefighter who lost his life on 9/11 and who was the brother of one of our students.



One of the favorite activities of our students is to play basketball against teams from other schools or a team composed of our staff members. The basketball court has a mural painted by Kip Frace, a New York artist, who used the hands, hand prints and thumb prints of our students to compose the mural.





*And, you will see,  
there's no place like the  
Judge Rotenberg Center!*

At the end of the Yellow Brick Road the *Wizard of Oz* movie is projected on the wall and plays in a continuous loop as the Wicked Witch looks on from her niche on the left.