

General Guidelines for how to use your Children's Week Local Coordinator packet:

Field trip invite to legislators: Use this document to initiate contact with your local legislator and request them to help find someone to sponsor a trip so that kids from your community can attend the Children's Capitol for a Day event on April 13, 2010!

Children's Day Proclamation: Use this document to send to your county commissioner asking him to announce April 4, 2010 as Parents and Children's Day in your county. Other local coordinators will be working hard to get these proclamations signed in each of Florida's 67 counties and also a statewide proclamation signed by Governor Crist!

Provider Participation letter: Use this letter to send to local schools and child service providers. The letter requests their assistance in getting their children to make the hand artwork that is sent to the Capitol for the Hanging of the Hands.

Hand instruction sheet: This letter outlines the guidelines for submitting hand artwork for display at the Capitol, and can be sent to local schools and child care service providers along with the provider participation letter.

Local Events ideas: Use this as a brainstorm sheet to help you think of local events to hold for Children's Week. Please recognize that you are not limited to any of the suggestions on this sheet.

PSA guidelines and how to post local events: This document provides guidelines for advertising your event on a local PSA and instructions on how to post your local events on the official Children's Week website.

Press release: This sample press release will allow you to simply add information about your local event to send to your local media outlets.

Letterhead: All Children's Week official correspondence should be documented on the official Children's Week letterhead.

Children's Week 2010 Local Event Media Plan

Getting your local event calendar in the news

Children's Week Media Committee will distribute statewide news releases on Children's Week, focusing on the kickoff with local events. We will reference the website where reporters can find detailed information about local activities.

- Send necessary event information to Jason Zaborske jz@childrensweek.org for inclusion on local Children's Week TV and radio advertisements.
- Call your local newspaper's features desk or calendar desk and ask how you can list your local event in their event calendar or Features section. Send them your press release or a simple write up on your event.
- Do the same for your local radio and television stations. Both radio and TV stations will often run public service announcements or event notices verbatim for non-profit groups.
- Send them your information, and include your contact information.

Getting your local event in the news

6 Weeks Out

- Using the news release in the coordinator's toolkit, develop a local news release on Children's Week, focusing on a specific Children's Week event happening locally. Be sure to include your contact information.
- Get the name, phone number, email and fax number for the local reporter who covers children or social service issues as well as the features editor (ask news desk).
- One week before your event, send them the press release by fax and email. Include your contact information – this is very important. Don't call and ask if they received it; they probably did.
- Two days before your event, follow up with your contacts and ask if they plan to cover it. If they say no, suggest that they at least send a photographer for a features picture. If they still refuse, ask them to consider highlighting children's issues during Children's Week (see below, "Getting local coverage of Children's Week")
- Follow up with letters to the editor that do two things: publicly thank the media or local officials for attending the event AND promote Children's Week at the Capitol

Getting local coverage of Children's Week

Around March 1:

- Call your local newspaper's editorial editor and tell them about Children's Week. Explain the local connection. Ask if the newspapers will let you (or other volunteers) write guest editorials that run either before or during Children's Week in Tallahassee. For example, one community newspaper ran a guest editorial from different Children's Week partners over a five-day period. Each day dealt with a different issue – juvenile justice, early education, etc. while promoting Children's Week.
- Another option is to ask them to write an editorial about Children's Week and perhaps highlight the needs of children in your own community.
- Get community leaders to write letters to the editor highlighting the needs of children locally. Time it during Children's Week.
- See if your local radio station has a talk show. Ask them to designate one show to children's issues; it can run during Children's Week.

Around March 21:

- If you have a group of children traveling to Tallahassee for Children's Week, call your newspaper contacts. Ask them to inform their Capitol bureau/state government reporters in Tallahassee. These state-level reporters are always looking for stories that serve their hometown papers. If your newspaper doesn't have its own state government reporters, they can get the statewide news service (Associated Press) to cover Children's Week for them at the Capitol
- Call your local television station (ask for the news desk) and tell them that your group is traveling to Tallahassee. If they can't go to Tallahassee themselves to cover the story, they can arrange for footage to be filmed by a sister station in Tallahassee and sent to them, or they can film the group leaving on a bus to Tallahassee and stage a media event around the departure.
- If no one in your community is traveling to Tallahassee, have the newspaper or television station do a story or take pictures of children making hands to hang at the Capitol.
- Thank any news outlet that covers your event. They'll be more likely to do the same next year.

PSA Guidelines

As part of this year's Children's Week partnership with Comcast, local coordinators will have the opportunity to advertise their events on the local Comcast cable networks with PSA's that have already been crafted for the purpose of advertising Children's Week.

We hope that you will take advantage of this free promotional opportunity which will bring awareness of your event into thousands of homes in your community!

Please follow these simple guidelines to ensure that your local event is advertised on the Children's Week PSA's airing in your county:

Craft an e-mail message and send to Jason Zaborske, Children's Week Local Event Coordinator at jz@childrensweek.org with the following information:

- _ Name of Event
- _ Date and time
- _ Specific location of event (City, Address)
- _ One or two sentence summary of the event describing major highlights (free food, activities, theme, etc.)
- _ Attach all participating partner logos (EPS file format only)

All event submissions must be received at least sixty (60) days prior to the event in order to be aired on local Comcast cable networks.

How to Advertise Your Local Event on the Children's Week Website

- _ Log onto www.childrensweek.org
- _ Select the "Events" tab on the left side of the page
- _ Select the online event submission form link
- _ Enter your full contact information and offer a detailed description of your event and click submit.
- _ Your information will be posted to the website immediately.
- _ You may continuously update your event and details of the event regularly

Hanging of The Hands

Sunday, April 11th, 2010

Artwork Instructions

Please use the following instructions to submit children's hand artwork

Children's hand artwork should be stapled onto string or ribbon **vertically** in lengths of 8, 10, or 12 feet. **Hands must be hung vertically and strung together before mailing.** Please secure hands firmly and do not send separate hands without connecting them together. Please do not have providers make large signs. Attaching small pictures or posters will be fine (8 1/2" x 11" or 11" x 14").

All artwork must be postmarked no later than Friday, April 2nd and mailed to:

Early Learning Coalition of Big Bend Region
c/o Children's Week Hands
325 John Knox Road, Building F-140
Tallahassee, FL 32303

Please include the contact information, organization and county the hands are being sent from.

If you plan to assist with the hanging of the hands (and we hope you will), you may volunteer to help hang artwork to the Capitol. Volunteer orientation will take place on Sunday, April 11 at 12:30 p.m. Volunteers will receive instructions to help the entire process from 1 p.m. to 4 p.m., not just with hanging own artwork. Detailed instructions will be provided to registered volunteers. To volunteer, please fill out [Children's Week Volunteer Form](#) on the children's week website and e-mail to info@childrensweek.org.

If you have any questions regarding the Hanging of the Hands, please contact Jason Zaborske at jz@childrensweek.org.

January 14, 2010

Name
Organization
Address
City, State, Zip

Dear Friends:

As many of you are aware Children's Week activities are scheduled to take place in Tallahassee from Sunday, April 11, 2010 to Saturday, April 17, 2010. Thousands of parents, children, professionals, advocates, community leaders and concerned citizens will come together to focus their attention on issues that affect to the health and well being of children and families in Florida.

As a child service provider, we appreciate your support. We are in need of your help to make this year's event a success. The Hanging of the Hands in the Capitol Rotunda will take place on Sunday, April 11th and we need your help in providing decorated cut outs of hands from the children at your center to be put on display at the Capitol.

We want your child care center and school to participate by either sending hands or driving them up to the State Capitol. Children's hand artwork will be collected at child care centers and schools throughout the state and must be submitted no later than **Friday, April 2nd**. The artwork will help focus attention on the importance of children's issues.

Instructions for the artwork are enclosed. Also, we would love for you to bring your kids to visit the Capitol and enjoy the *Children's Capitol for a Day* on Tuesday, April 13th which will offer kids of all ages the opportunity to take a guided tour of the State Capitol, meet with their local legislators, receive a free boxed lunch, participate in fun and educational activities and receive a wonderful civics lesson.

In addition, there will be amazing children's performances, a *Kids Only Town Hall Meeting*, Legislative Reading Corner where legislators can read and provide books to kids, and Comcast will bring Dora the Explorer and other fun children's characters to the Capitol. As always, there will fun, interactive and educational activities at booths hosted by our non-profit partners in the Capitol Courtyard.

If you would like to participate in this event, you must **RSVP by April 2nd** with your contact information and the number of children and staff so that we can provide lunch for everyone. Please contact Jason Zaborske at (850) 222-3868 or by e-mail at jz@childrensweek.org.

Sincerely,
Jason Zaborske
Children's Week Statewide Coordinator

An Ideal Local Children's Week Media Event...

Who: Local non-profit children's organizations, child care centers and schools, local government officials, and community members.

Where: Your local City Hall, City or County Commissioners Chambers, courthouse, or government building

What: A celebration in the inclusive spirit of Children's Week, in which local non-profit child advocacy organizations and child care centers can receive visibility from the community and local government. Much like the "Children's Capitol for a Day" event held in Tallahassee, local organizations can showcase their services and hand out promotional materials while hosting interactive and educational activity booths for kids of all ages.

Why: Collaborative press events can attract the participation of diverse populations along with local elected officials and media outlets. An event such as a press conference with all the local elected this would provide the perfect opportunity for a press conference, dedication of the hands to a local legislator, or signing of the Parents and Children's Day Proclamation by a county commissioner. Ultimately, this ideal event provides information about local services to families, promotes local organizations through media, and gets local government officials involved.

When: Ideally, sometime in the months preceding Children's Week (February) for getting elected officials to participate, and March for overall community involvement. Local coordinators will be able to utilize the resources granted by being a Children's Week local coordinator.

How: The Children's Week local coordinator toolkit provides a lot of information to help with the coordination of the ideal event. The toolkit provides contact information for other involved coordinators in your county. You will also have the opportunity to promote the event on local Comcast PSA's. Of course, we are willing to help you at any time and by any means. Please see the "Necessary Steps for Hosting the Ideal Local Children's Week Event"

Necessary Steps for Hosting the Ideal Local Children's Week Event

- 1) Contact people on the list of local partners interested in collaborating on a local event. Also, contact other interested parties who may not be listed.
- 2) Set up a planning meeting or conference call to get everyone's input and begin the planning process. The inclusion of all groups advocating for all issues affecting children ages 0 to 18 is necessary. Everyone should be able to participate in a Children's Week - Event. We can help you set up a conference call.
- 3) Contact your local City Hall, City or County Commissioners Chambers, courthouse, or government building to reserve outside space for the event.
- 4) Follow the local event media plan located in the coordinator toolkit to gain maximum media exposure and promotion for your event.
- 5) Invite all local surrounding children's advocacy organizations to join the festivities by hosting a booth with promotional materials and an interactive kids activity. This is a good opportunity for kids to create the hand artwork to be sent to the Capitol and hung in the Rotunda during Children's Week.
- 6) Invite local legislators and government officials to the event. Note: offering your elected officials the chance to interact directly with the children, such as through a reading event, is a great way to attract them.
- 7) Invite local child care centers and schools to attend the local event.

Event Ideas for Local Coordinators

Over the past 15 years there have been different local events that have taken place that made a significant impact on communities across the state. Listed below are some events that have taken place. Please contact Jason Zaborske jz@childrensweek.org for more information on how to implement these event ideas.

County Fairs

- Set up a booth for kids to come and make hands. Fair booths are usually free of charge, just require that you handle all the set up and take down. Most fairs last a week so if you could ask parents and volunteers to man the booth and have their children be “spokespersons” and invite other kids to make hands.

Day at the Museum

- Work with local museums to host “free day” for kids/families

Firehouse Tours

- Contact your main fire station and ask to host a day where parents or schools can bring their children to come and see how the process works – climb on the fire trucks, maybe slide down the pole, etc. If there is a fire station near a park, you could then incorporate a picnic and making hands into a side event after the tours.

Press Conference at City Hall

- Have your own hanging of the hands at City Hall. You can contact local schools to have the children make hands one day and hang those as a tribute to Children’s Week in Tallahassee. Ask the mayor to give a speech in conjunction with Parents and Children’s Day.

Family day at the park

- This is a great way to get children and families to enjoy one of your area’s local parks. The day can include crafts, relays, games and activities. You may decide to host a picnic, sponsored by a local restaurant or grocery store, or encourage families to bring their own food. Offer information to parents about services available. Encourage more community involvement.

Advocacy Fair

- Invite all non-profits in area to host booths and interact with children. These booths could be nutrition, volunteer, sports, reading, education, etc.

Valentine’s Day Celebrations

- Make cards for elderly people, parents and distribute. You could pick a Saturday and invite children all over the county to participate in making Valentines Day crafts. If you were feeling really brave, you could host a cookie baking day.

Concerts/Parade

- Host local children's performance day in a park. Invite children from elementary, middle and high school to participate. You might be able to get a high number of participants if you contact the music teacher for each school.

Readings

- Host book readings at libraries where local officials, fire chiefs, police chiefs, and elected officials can read to children. See if there is a way you can get used books donated to pass out to children who attend. If you ask the library, they might be willing to have someone speak to parents at an information session on how to encourage children to read.

Meals

- Host breakfast, lunch, or dinner where the children can ask as host/hostess, waiter/waitresses or even serve food. It could be formal or informal where the adults dress up in clown costumes, shirt and tie, or even make it a theme meal (Hawaiian, etc.) This would be a great time to invite legislators and local elected officials to get them involved. You could even do something as simple as making pizza's (very cheap and a lot of fun to do).

Sporting Events/Fitness Activities

- Host a children's Olympics (have any sport...something serious to something goofy as 3-legged races, red rover, red rover, sack races, etc). If you can find a way to get parents really involved, have a parents and kids t-ball, softball, kickball, etc game where they partner together as one player.

Tips for writing a Press/News Release

The style of the news release is that of the straight news story: It begins with a lead, expands on the lead, and proceeds to present information in decreasing order of importance. This style is known as the **inverted pyramid style**.

The inverted pyramid style will answer the following: who, what, when, where, why and how. Here is an example:

Who? A leading electronics industry executive.

What? Declared a wide-open computer software market.

When? Today (October 1). *Notice the inclusion of the actual date in parentheses. This is to let the editor know that the “today” you are speaking of is October 1. If the paper receives the release on September 30 but doesn’t publish the information until October 2, they will need to correct the copy to read “yesterday.” *

Where? Left until the final paragraph

Why? Included in the explanatory paragraph following the lead. Of all the information, “why” is the most likely to be left out of the lead because it usually takes the most explanation and invites the interested reader to look further.

How? In a speech. Also left for the final paragraph.

The final product will read something like this:

A leading electronics industry executive declared today (October 1) that the computer software market is wide open to new investors.

“The present condition of the software market is such that companies involved in software development should be able to capitalize on current trends,” said James L Sutton, president of Associated Products Corporation. “This means that new product development should allow the earliest investors a significant niche in the market.”

Sutton’s prediction of a dynamic market was made in a speech given at the Fall convention of the Electronic Products Producers Association in Syracuse, New York.

Company or Client Name

And address here

Contact Person:

Daytime phone:

Night phone:

FOR IMMEDIATE RELEASE

The Countdown to Children's Week is Underway

Come up with a catchy title or something that summarizes what you want to say

CITY, STATE -- On (date) _____ the (organization) _____ will be hosting a local Children's Week event at _____ from _____.

Participants will be able to engage in (list more specifics about your event here)

EX: (picnics, craft fairs, reading events) and other activities to raise awareness for children's issues and gain momentum for the 15th Annual Children's Week presented by Comcast.

(Talk about the purpose of your event and go into more detail about what you will be doing...without repeating too much of what was said in the first paragraph).

"Children's Week activities put a much-needed spotlight on issues facing our children," said Children's Week organizer Jason Zaborske. "This is a great opportunity to bring thousands of parents, children, professionals, advocates, community leaders and concerned citizens together to share valuable knowledge and information about children's issues across the state and in our state Capitol."

(Quotes are great and have a strong impact on readers)

In addition, during the months of February, March and April, children in schools and child care centers are coloring and designing paper cut-outs of their hands which will travel to Tallahassee to hang in the State Capitol Rotunda during Children's Week (April 11 - April 17).

We will be contacting local government leaders to sign resolutions and hold press conferences to proclaim April 4th as Parents and Children's Day throughout Florida. Recognized in state law, this day takes place on the first Sunday in April each year and encourages parents and children to spend quality time together and participate in fun, healthy and educational activities in their communities.

Non-profit organizations across the state are partnering together to host hundreds of community events and activities designed to promote Children's Week in Tallahassee April 11 – April 17, 2010. Events will take place in all 67 Florida counties. Visit www.childrensweek.org/localevents to learn more about upcoming events in communities across the state.

PUT DATE HERE

SAMPLE LOCAL EVENT NEWS ADVISORY
{PUT A TITLE HERE}

As part of the 15th Annual Children’s Week celebration, the _____
{ENTER GROUP NAME HERE} will hold a _____ {PUT EVENT
NAME HERE}.

Time:

Date:

Location:

DESCRIBE EVENT HERE – what will take place? One to two sentences.

DESCRIBE WHO WILL ATTEND – are there any local officials? Parents,
children? Where are the children from? One to two sentences.

For more information, please contact _____.

More than 80 statewide partners and corporations are hosting or sponsoring
similar activities leading up to the 15th Annual Children’s Week, which will take
place at the state Capitol from April 11 to April 17.

These activities are designed to promote the health, safety and well-being of
children.

Other Children’s Week partners include Comcast, Nemours, the Association of
Early Learning Coalitions, the Florida Department of Health's *Step Up! Florida*
program and the Prevent Child Abuse Florida's *Winds of Change Campaign*.

Visit www.childrensweek.org to learn more about local and statewide activities.

SPECIAL ANNOUNCEMENTS

Free Lunch at the Capitol

Students and parents are encouraged to come to the Capitol on April 13, 2010 for the “Children’s Capitol for a Day” to receive a free healthy box lunch and refreshments. All teachers, parents and children are encouraged to attend. To RSVP for the lunches (based on size of your group), please send your name, organization, phone, e-mail and the number of lunches you will need to Jason Zaborske, Children’s Week Statewide Coordinator at jz@childrensweek.org. RSVP deadline for Lunch is April 2, 2010.

Free Guided Tours of the Capitol

Children’s Week has set up guided tours of the old and new Capitol buildings from April 12-14th. There will be tour guides who will walk groups through the Capitol and answer any questions children have about Florida’s Capitol buildings and the legislative process.

To RSVP please send your name, organization, phone, e-mail , timeslot and the number of students attending to Jason Zaborske at jz@childrensweek.org. RSVP deadline for Guided Tours is April 2, 2010.

Attention Coordinators – T-shirts and pedometers!!!

Local Children’s Week Coordinators are now able to request T-shirts and pedometers for your local Children’s Week events. We will now be able to send you pedometers, to encourage healthy active lifestyles for children and we will be able to track and calculate how many steps are walked for children’s issues at your event. Children’s Week will then add up all the steps that were walked at local events across the state and announce the total number of steps walked for the Capital Steps for Kids Program presented during Children’s Week.

To request t-shirts and pedometers and more information about the program please send your name, organization, phone, e-mail and exact number of t-shirts and pedometers to Jason Zaborske at jz@childrensweek.org. Coordinators can request t-shirts for their staff, volunteers and local planning partners. Pedometers can be requested based on the size of your local event.

Capital Steps for Kids: Pedometer Challenge Form Now Available

We are asking all of the local coordinators to go to www.childrensweek.org and download the [Capital Steps for Kids: Pedometer Challenge form](#) (Excel format)

Once you have downloaded the form, please hand out the form along with the pedometer to all participants at your local event. At the end of the event, please total the number of steps taken according to the pedometer for each participant. In order to make the Capital Steps for Kids: Pedometer Challenge a success, we are asking you to send in your total amount tallied steps that have been walked at your local event to jz@childrensweek.org. In the email, please include: your name, county, and total tallied steps taken. Once we have received your tallied steps we will then present the final steps counted for the entire State of Florida at our local press conference, here in Tallahassee, FL. Those steps tracked after April 13th will still count towards our final total to be posted on the website after the end of legislative session.

For more information, please contact Jason Zaborske at (850) 222-3868