



ACM LEADERSHIP CALL NOTES

Hosting National Events on the Local Level
Wednesday, January 26, 2011, 2:00 p.m. ET

Guest Speakers

Adele Robinson, Deputy Executive Director, Policy and Public Affairs, National Association for the Education of Young Children (Washington, DC)

Anita Merina, Senior Communication Specialist & National Coordinator for Read Across America, National Education Association (Washington, DC)

Resources

In lieu of call notes participants will find the following downloadable resources for both national events on the Leadership Conference Call page, which is available from the Bulletin Board section of the ACM Members Only Web site.

- Week of the Young Child Background Info
- Week of the Young Child Event 2011 Handbook
- Read Across America Background Info
- Read Across America Fun Facts

About the Events

- I. National Association for the Education of Young Children (NAEYC):
2011 Week of the Young Child (April 10-16, 2011)

The purpose of the Week of the Young Child (WOYC) is to focus public attention on the needs of young children and their families and to recognize the early childhood programs and services that meet those needs. Established in 1971, the week is held annually and recognizes that the early childhood years (birth through age 8) lay the foundation for children's success in school and later life. The 2011 theme, *Early Years Are Learning Years*[®], focuses on the importance of investing in all forms of early childhood education.

Robinson recommended that call participants use www.NAEYC.org as a resource for developing WOYC activities at the local level. She highlighted the NAEYC local chapters that may be found nationwide and urged callers to communicate with their local affiliates. Robinson pointed out that WOYC provides an important platform to open a discussion about the importance of investing in early childhood education and that the NAEYC Web site provides helpful tips for leveraging WOYC activities in a non-partisan way, to communicate with legislators and bring public awareness to early childhood education.

Question: How are institutions getting the word out about WOYC?

Comment: Participants commented that they are primarily using local media and Web postings.

II. National Education Association (NEA): 2011 Read Across America
(March 2, 2011)

Anita Merina provided participants with information about NEA's Read Across America program. This event was developed in 1997 and is an annual reading motivation and awareness program that calls for every child in every community to celebrate reading on March 2, the birthday of children's author Theodor Seuss Geisel (Dr. Seuss). Read Across America also provides NEA members, parents, caregivers and children the resources and activities they need to keep reading 365 days a year.

In addition to the annual event, the Read Across America program hosts children's literacy events all year round. Working in cooperation with several partners — including parenting magazines, the Library of Congress, reading associations and Boys & Girls Club of America, Read Across America hosts programming events in schools and libraries across the country. The program receives continued support and involvement from celebrities, film studios, professional sports teams and public officials.

The Read Across America program has successfully worked with children's museums across the country. Partnerships with children's museums have been a great way to showcase the importance and joy of reading. Merina highlighted a successful Read Across America event that occurred at Louisiana Children's Museum (New Orleans).

Merina encouraged participants to explore the Read Across America main site, <http://www.nea.org/readacross>, for materials and resources as well as the Read Across America pledge site where organizations may post information about activities taking place at their sites as well as learn about Read Across America events across the country.

Question: Aside from the pledge site and social media outlets, does NEA have suggestions for marketing Read Across America?

Answer: In addition to several programming resources, there is a PR toolkit available on the Read Across America page, which offers sample PR/media documents.

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