



## **PICTURE THE FUTURE ADVOCACY CAMPAIGN PLAN & INSTRUCTIONS**

The Picture the Future Advocacy Campaign event allows pre-k students an opportunity to depict their dream jobs through art projects following a classroom educational program on careers and presentations by seniors and other community leaders. The Campaign will demonstrate the ever growing support for amending the law for the Universal Pre-k program to require a degreed teacher in every pre-k classroom by 2013. Currently, Florida only requires pre-k teachers to complete Child Development Associate Certification. However, research clearly demonstrates that pre-k teachers who hold college degrees in early childhood education are more effective in the classroom. The Picture the Future Advocacy Campaign will demonstrate to legislators that the fundamental foundation for Florida's future is right there in the pre-k classroom they are sitting in.

### **ADVOCACY CAMPAIGN**

#### **Option 1. Picture the Future Career Day In-class Experience with Your Local State Legislator(s). – Press Conference**

This option encourages you to hold a Press Conference and invite your local state legislator(s), business leader(s), and parents to your center. The press conference will feature your Career Day in-class experience with pre-k students while allowing your local visiting legislator the opportunity to participate in circle time with children. Completed legislative letter with student drawings are given to the invited legislator(s). (See Press Conference/Media event below).

#### **Option 2. Picture The Future Career Day in-class Experience – Direct Legislative Letter Mailing**

This option allows you to conduct a Career Day in class experience. The legislative letter and student drawing is then mailed directly to your local state legislator(s). (refer to mailing instructions contained on the letter).

#### **Option 3. Picture The Future Career Day in-class Experience – ECA Mailing Legislative Letter**

This option allows you to conduct a Career Day in class experience. The legislative letter and student drawing are then mailed to Early Childhood Association of Florida regional representative. ECA of Florida will deliver pictures and a written message to local legislator's district office.

## **PRESS CONFERENCE/MEDIA EVENT**

### **EVENT TIMELINE:**

*These are suggested deadlines to help ensure you get the most out of your event.*

**Invitations to Participate** – At least two weeks prior to event

**Talking Points Distributed to Speakers** – At least 5 days prior to event

**Media Advisory Distributed with follow up calls to media** – At least 3 days prior to event

**Assemble Media Packets** – Day prior to event

**Set-up area for event** – Day prior to event

**Press Release Distribution** – Day of event (include in media packet as well)

**Send Thank you note to participant** – Within 1 week of the event

### **SUGGESTED FORMAT**

The format of the event should be a class room setting environment with the Legislator. The event should take place in a media friendly area of the facility with adequate seating and lighting. Also take into account space for television reporters – they need room to set up cameras.

- Pre-k provider (as moderator) welcomes everyone to the facility
- The children, introduced by the moderator, present their pictures to the group and state what they want to be when they grow up. The picture will be handed to the legislator.
- A select member from the local business community speaks briefly regarding the economic benefits of quality early education and will urge the visiting legislator to sponsor or co-sponsor legislation amending the law to require degreed pre-k teachers.
- A teacher from the school will speak to the importance of his/her degree or why they plan to attain one.
- Teacher provides a tour of the facility; pointing out any special projects the children are learning that are above and beyond the standard curriculum.
- Several minutes should be allotted for questions and answers.
- Pre-k provider (as moderator) thanks everyone for coming and concludes the event.
- Legislator is given a packet to take home including the fact sheets, etc.

## **WHO TO INVITE**

Local Legislator(s)  
Pre-k Parents  
Seniors for Kids/Generations United representatives  
Local elected officials (Check with the Children's Campaign for Suggestions)  
Media – TV, Radio and Print

## **READ THE FOLLOWING ATTACHED DOCUMENTS**

1. Speaker Agenda
2. Suggested Talking Points 2008
3. We Can Change the Future By Changing One Word Message Wheel
4. Media Relations Ground Rules
5. Media Interview Tips

## **MAKE MEDIA PACKETS UTILIZING THE FOLLOWING MATERIALS:**

Press Advisory (Template provided in tool kit) Provider to customize  
Press Release (Template provided in tool kit) Provider to customize  
The Truth About Degreed Teachers For Florida 4 Year Olds (Fact vs. Fiction Sheet(s))  
Degreed Pre-K Teachers: Economic Benefits  
Debunking the Pre-K Teacher Capacity Myth  
How Can Florida Meet the Demand for High Quality Pre-K Teachers?

\* Note: make copies of media packets for all invited guests and the media

## **FOR ADDITIONAL ASSISTANCE CONTACTS:**

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**GOOD LUCK!**