

# Helpful Hints for your Elementary School

- 1 Have a big kick-off celebration. Invite a local storyteller, author, celebrity, politician, musician or performance artist. Feature a TV shaped cake and **"Eat the Television."**
- 2 **Incorporate school activities** like spelling bees, read-a-thons and book fairs into TV-Turnoff Week.
- 3 Have a **contest** to see who can devise the most creative alternatives to television viewing.
- 4 Before the week begins, **discuss the importance of turning off the television with the students.**
- 5 Organize a **"writing night"** when the children can write letters to companies or legislators and parents can write letters to the editor. Read them aloud!
- 6 **Designate a time each** day when all the students stop what they are doing and read to themselves or each other.
- 7 Sponsor an **essay contest** where children write about their experiences during the TV-Turnoff Week. Provide essays to your local newspaper for publication. (Send us copies and we will do this for you!)
- 8 Have students **keep a diary** or journal of their daily activities for the week before and during the TV-Turnoff. Evaluate the experience at the end of the week.
- 9 Make TV-Turnoff Week **"School Spirit Week."** Designate silly days, such as **"funny hat day,"** or **"costume day."** Have **"Slip Into Reading Day"** where everyone wears slippers or socks to school or **"Bear Day"** where everyone brings their favorite teddy bear and reads to it during the day.
- 10 **Leave the gym and playing fields open** so children and families can play basketball, soccer or baseball.
- 11 Organize an **art night** at school. Provide materials and have adults help the children. Display the results at school.
- 12 Host a **school game night.** Have board games available in the multi-purpose room.
- 13 Hold a **poster contest** with a TV-Turnoff Week theme.
- 14 Organize a roller skating or ice skating **trip.**
- 15 Schedule a **talent show** where parents, students and teachers perform.
- 16 **Challenge your principal** to do something out of the ordinary (like kiss a chicken) if students complete the week successfully.
- 17 Plan a **sleep-over at school** in the gym. Have people read stories and play games.
- 18 Publish names of successful children participants in the **local newspaper.** (Send them to us!)
- 19 Have a **bingo night** with prizes.
- 20 Give a **red ribbon** to each child to tape across the television screen.

Enjoy TV-Turnoff year-round by designating  
certain days as tubeless  
"Tubeless Tuesdays"

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