

Getting the Most Out of This Campaign

TV-Turnoff Week April 24-30

TV-Turnoff Week works because volunteer organizers tailor activities to meet the needs and interests of their own communities. Some participants will be dramatically affected by their experience and begin to change their viewing habits. For others the repetition of the campaign will bring about the awareness of television's role. To that end, the Triangle campaign committee will work with organizers to put on their events and after the Week to evaluate local campaign to seek improvements.

WHAT THE SPONSORING ORGANIZATIONS WILL PROVIDE:

PRACTICAL RESOURCES

- One of the best resources is the Organizer's Kit published by the TV-Turnoff Network. It outlines a step-by-step approach to hold a great event and includes three bumper stickers and three posters. All TV-Turnoff Network materials are available to Triangle organizers at a 10 percent discount. Simply let them know you are working with the Triangle when you place your order.
- Weekly Helpful Hints available only through our tvto Yahoo e-mail group (see below). These weekly contacts will include updates of milestones in our community and include documents you will need such as pledge cards, frequently asked questions, sample letters and newsletter write-ups.
- Information on the latest research connecting television viewing to increased risk for obesity and lower academic achievement can be found in fact sheets at the LimiTV and TV-Turnoff Week websites. Plus many downloadable materials including a list of recommended reading for adults and children, 101 alternative activities and more.

EVENT SUPPORT

- A speaker's bureau of professionals available to Triangle events. To schedule a speaker look for the listing to be sent through the tvto Yahoo e-mail group (see below).
- A calendar of free activities and participating merchants for the week of April 19-25.

EFFECTIVE COMMUNICATION

- A free Yahoo e-mail group is set up to promote TV-Turnoff Week in the Triangle. Use this medium to share your event ideas and successes and get answers to your questions. The e-mail group will start the after the workshop and run through the end of April. Subscribe at tvto-subscribe@yahoogroups.com
- Weekly Helpful Hints will be sent exclusively through the Yahoo e-mail group. Helpful Hints is our way of keeping in contact with you. We will share what is going on in Wake County and surrounding areas as well as pass on to you useful handouts for your event.



HIGH VISIBILITY

- The Triangle committee will actively seek organizational and corporate support by demonstrating Triangle participation.
- Publicize your events and any retail sponsorship you secure on our website and submit press releases to draw attention to the campaign.

CREATING LONGEVITY TO YOUR EVENT

- **HAVE FUN.** You don't have to entertain them all week, just remind them of all the resources available to them. And remember to include children in the planning, they will come up with the best idea.
- **TAKE PICTURES AND VIDEO IF POSSIBLE.** You can use the pictures in a follow-up newsletter submission, on your website, and on a your 2005 display board. If you obtain permission, we will post to the LimiTV website.
- **STAY IN CONTACT.** To generate the necessary publicity we need to know that you hosted an event and how many people participated. The papers are interested in numbers. Your communication with us is the only way for us to acknowledge your participation. Please use the yahoo group to keep us informed, and fill out the evaluation form at the end of the campaign.
- **START EARLY.** Now is the time to get your team together and announce your participation in the 2004 TV-Turnoff Week campaign. Use a display board using our materials to announce your upcoming event.



SEEK MERCHANTS SUPPORT AND ASK THEM TO:

- Extend their hours of operation and hold an event
- Offer discounts to children/families who participate
- Offer discounts to children who successfully completed the Week
- Donate items for your event
- Hang posters/flyers in their front window

MERCHANTS TO CONSIDER APPROACHING:

Scrapbook stores
Bike shops
Toy shops
Jewelry making shops
Bookstores
Local library
Garden shops

Coffee shops
Music stores
Ceramic making stores
Ice or roller rinks
Museums
Theaters



EVENT IDEAS

- Incorporate Earth Week (April activities such as cleaning up a park, or better yet, the school grounds. Make this an educational tool.
- Involve the community: librarians, civic groups, tutors
- Theme per day. Monday hat day, Tuesday stuffed animal day, Wednesday favorite author, etc.
- Book Swap, game night at the school. Include puzzles, playing cards, board games and more!