

Organizing is Easy

ORGANIZING A WEEK WITHOUT MEDIA IS SIMPLE AND REWARDING. NO EFFORT IS TOO SMALL.

You can educate parents by creating a display of media literacy books and sending home fact sheets, or you can create incentives and in-school activities and ensure their success in honoring their pledge.

CHOOSE FROM ANY OF THE FOLLOWING WAYS TO PROMOTE TV-TURNOFF IN YOUR SCHOOL

1. Talk with members of the PTA to find 1 or 2 more interested parents.
2. Review website materials and the TV-Turnoff Week Organizer's Kit (purchased at www.TV-Turnoff.org) to generate ideas for your program.
3. Distribute pledge cards and fact sheets to parents, teachers, school nurse and librarian.
4. Ask permission to place a copy of the materials in the teacher's lounge or on the teacher's bulletin board.
5. Explore one or more alternative activity nights or in-school activities.
6. Explore one or more prizes for classrooms or individuals. You can find t-shirts, posters, bookmarks, and other inexpensive helpful goodies, at the national TV Turnoff non-profit web store (www.tvturnoff.org).
7. Keep in touch by joining the tvto Yahoo! email group * Send us your name, the name of the school and what you plan to do. We will send you weekly Helpful Hints full of resources to support your efforts.

ESSENTIAL MATERIALS

- Pledge Card
- Parent Letter
- Fact Sheets
- Frequently Asked Questions
- Recommended Reading
- List of Alternative Activities

OPTIONAL

Offer Incentives – Provide prizes or seek discounts from community businesses such as a bookstore, bike shop, craft store, museum and the like.

Partner with a local library or business– Host a reading night or other activity during the week, or organize a craft event at a craft or jewelry making store.

***tvto Yahoo! email group** – When you join the tvto Yahoo! email group you will receive Weekly Helpful Hints featuring:

- Additional resources, support materials, fact sheets, article references, and more!
- Access to our Speaker's Bureau of area professionals willing to speak to parents on topics such as Media Literacy and Television's Effect on Academic Performance, Nutritional Goals for Children, and more!
- Access to a calendar listing of area events.
- To join send an email to tvto-subscribe@yahoogroups.com, or log on at <http://groups.yahoo.com/group/tvto/>

Limitv, Inc.

Box 52122 • Raleigh, NC 27612 • Tele/Fax (919) 782-4198 • Toll-free (888) LIMITV3
www.limitv.org • email: info@limitv.org