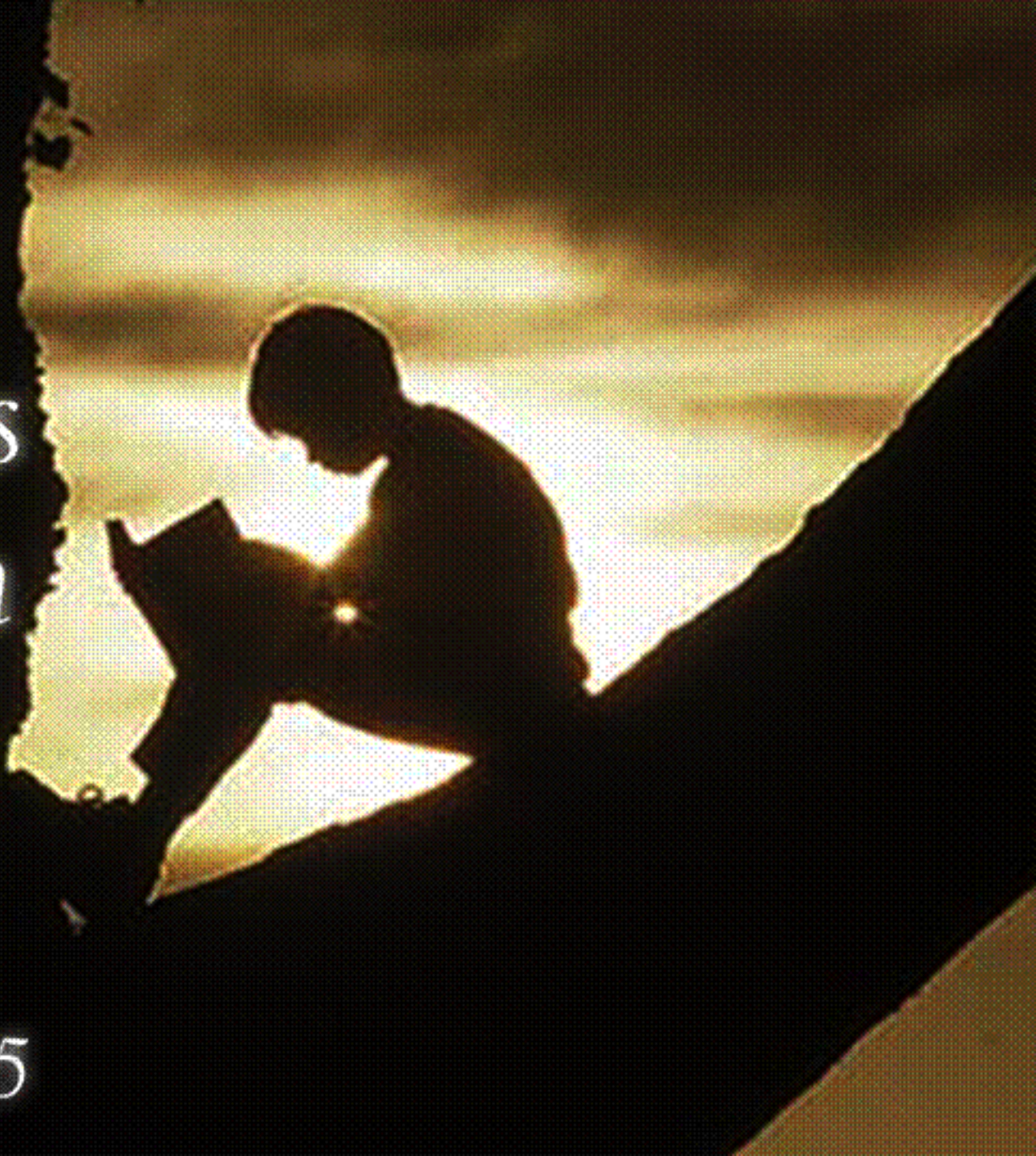




*Literacy
Awareness
Campaign*

September 2005



Budget



Budget Summary

ITEM	Cost	Balance
Beginning Budget		\$10,000.00
Advertising		
Leaf Chronicle- Weekdays: \$346.79 x 3 / Sundays: \$436.09x 2	\$1912.55	\$8087.45
Lamar- Billboard: \$1840 x 2	\$3680.00	\$4407.45
TV- \$1000 x 3	\$3000.00	\$1407.45
Informational Pamphlet- 500 copies	\$290.00	\$1117.45
Event		
Tent- (including setup)	\$300.00	\$817.45
Stage- (including setup	\$288.00	\$529.45
Transportation- (Includes shuttle and driver)	\$461.91	\$67.54
Bottled Water- \$4.88 per case x 13	\$63.44	\$4.10
Donations		
Radio Ad- Magic 91.7	\$0.00	\$4.10
Steve McNair- Speaker	\$0.00	\$4.10
Total Balance		\$4.10

Mission



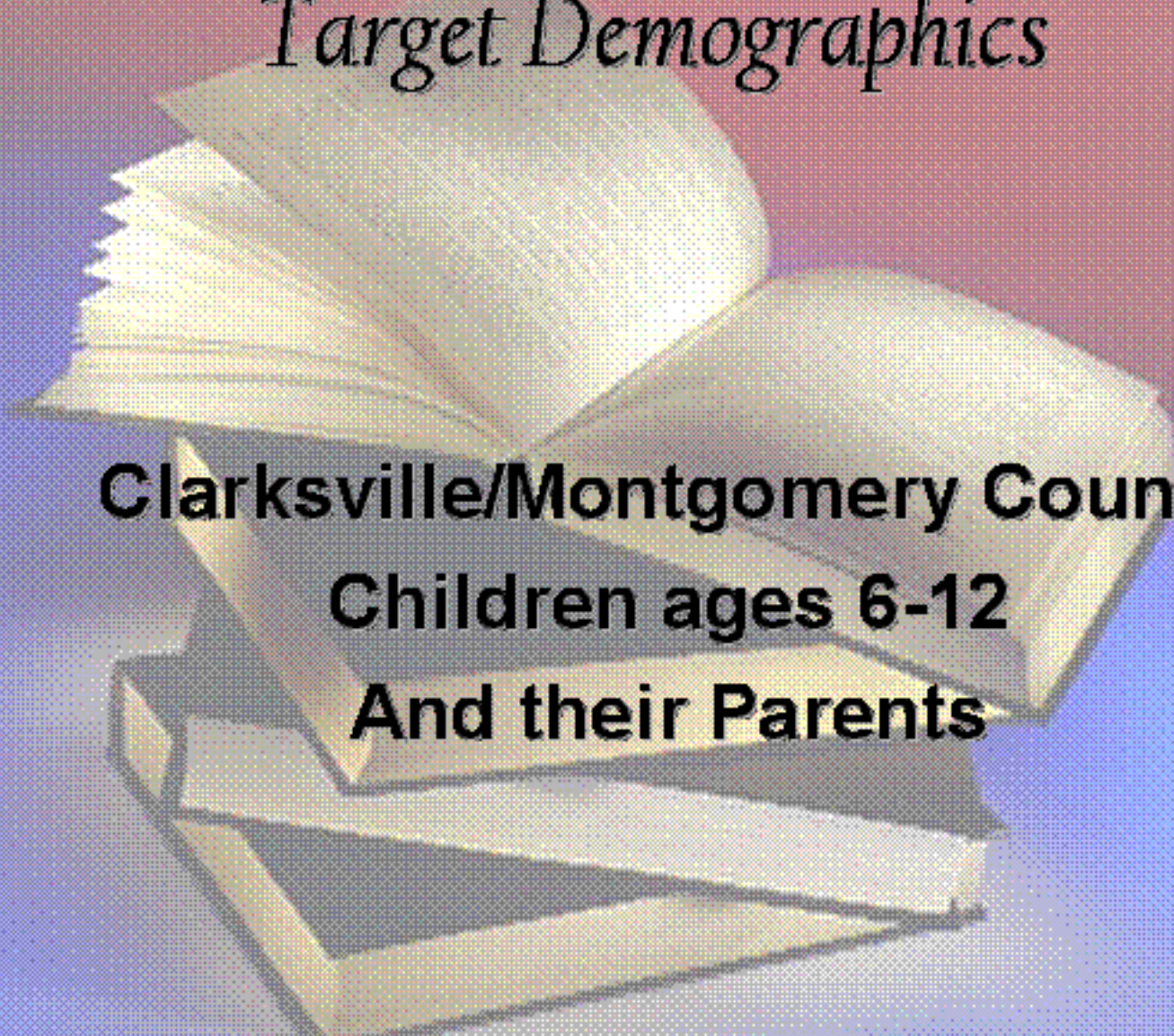
Mission Statement

Our mission is to inform, educate, and persuade parents and kids about the importance of participating in active reading, therefore strengthening their minds while expanding their vocabulary. So, they will be equipped for circumstances and events and be able to make logical decisions.

Targets



Target Demographics

The image features two books on a blue background. The top book is open, showing its pages, and is positioned slightly behind the bottom book. The bottom book is closed and is in the foreground. The text is overlaid on the books.

**Clarksville/Montgomery County
Children ages 6-12
And their Parents**

Ads



Radio / TV

National Institute for Literacy
"War on Illiteracy"
:60
kil: 9/3/05

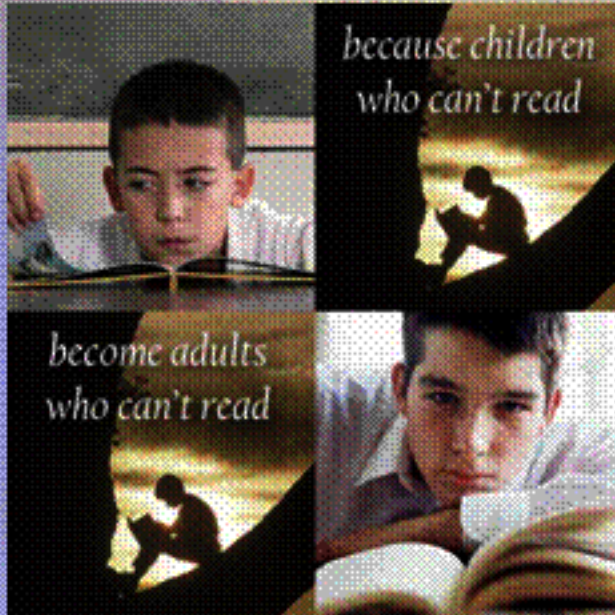
There is a silent war raging on in America today. This war affects every American in the country and poses a great threat to our country's future. This is the war on illiteracy. The National Institute for Literacy (NIFL) says that 23-percent of our adult population has the lowest level of reading on the NIFL reading scale. Another 25 to 28-percent of our adult population read on a level 2 which represents 50 million Americans that have barely adequate reading skills. Illiteracy makes school work challenging as a child and creeps up again in the workplace and even in our homes. Paper work and reports at work; keeping up with bills and - back to school again! - helping our children with their homework can be a struggle, especially if the parents are inadequate readers themselves. APSU Media Relations and the NIFL are teaming up to promote literacy during the month of September by having a Literacy Fair. It will be held on September 3rd at the Public Library.

**Radio - Magic 91.7
Free Airtime**

**TV - 60 second spot
Free on Channel 99**

**Aired Throughout
September**

Print Ad



Children's Literacy Fair

Featuring Surprise Guest Reader

Montgomery County Public Library

1 PM—4 PM | Saturday

September 3rd, 2005

Give your child the world at their fingertips, teach them to love reading

www.nifl.gov

The Leaf Chronicle

Sun. Aug. 21

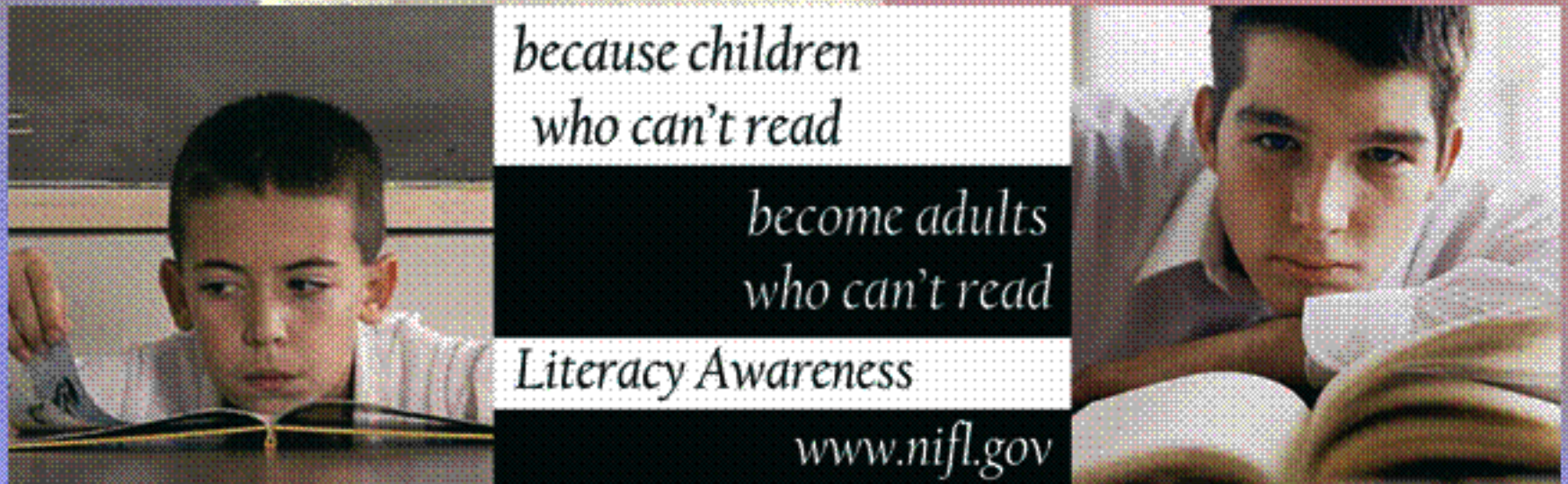
Wed. Aug. 24

Sun. Aug. 28

Tues. Aug 30

Fri. Sept. 2

Billboard Ad



*because children
who can't read*

*become adults
who can't read*

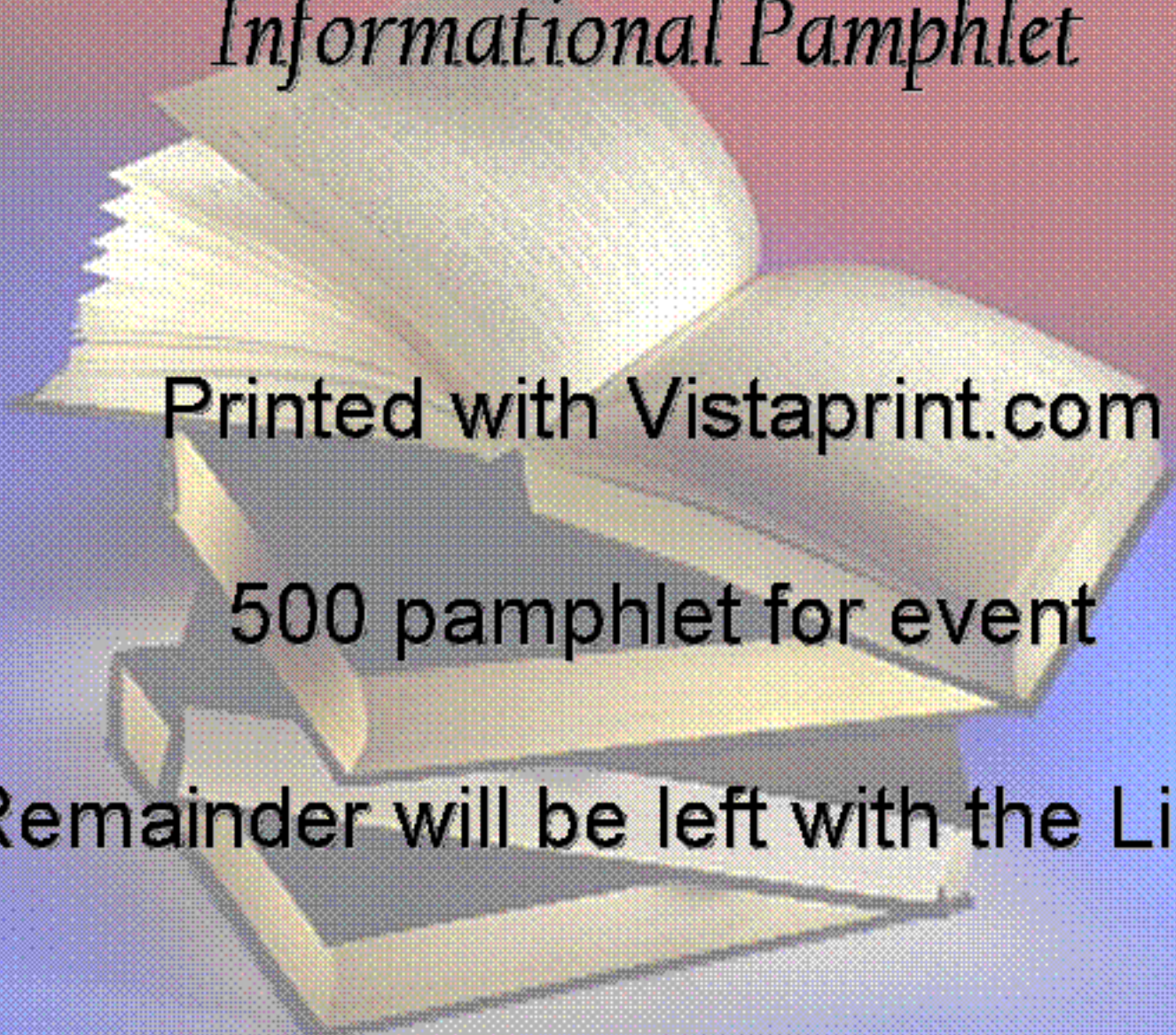
Literacy Awareness

www.nifl.gov

Lamar Outdoor Advertising

Three months Prior to Event

Rotates location every 3 months for 1 year



Informational Pamphlet

Printed with Vistaprint.com

500 pamphlet for event

Remainder will be left with the Library

Releases



New Release 1

National Institute for Literacy

1775 I Street, NW, Suite 730
Washington, DC 20006-2401

News Release

For More Information Contact:

NIFL

Phone: 202/233-2025

Fax: 202/233-2050

8/15/05

RE: Literacy Fair

1 of 1

kill: 9/3/05

Literacy Fair Kicks Off Clarksville's Literacy Month Celebration

Beginning with a Literacy Fair on September 3, 2005, the National Institute for Literacy will hold an event every weekend for the entire month. This year's literacy month has the slogan of "because children who can't read, become adults who can't read". This push toward children literacy is in response to the still overwhelmingly large number of adults who cannot read, or cannot read well.

During the Month of September, which is traditionally National Literacy Month, the National Institute for Literacy will hold a series of events throughout Montgomery County in an attempt

New Release 2

National Institute for Literacy

1775 I Street, NW, Suite 730
Washington, DC 20006-2401

News Release

For More Information Contact:

NIFL

Phone: 202/233-2025

Fax: 202/233-2050

8/19/05

RE: Literacy Fair

1 of 1

kill: 9/3/05

Almost Half of Montgomery County Couldn't Read This

Literacy among children and adults is not only a national issue, but a local concern as well. According to the 1990 census, 36% of people in Montgomery County had only received a high school diploma or equivalent, and 25% had some college without a degree. Only a staggering 49% were at Level 2 on the literacy scale. For example, adults can calculate the cost of a purchase or determine the difference between two items. Almost half of Montgomery County would not be able to enjoy the Sunday paper. Also, a children's reading proficiency study in 1998 showed the relationship between children and their mother's educational level. For the majority, those children whose mother's with some college or bachelors degrees had the highest

New Release 3

National Institute for Literacy

1775 I Street, NW, Suite 730
Washington, DC 20006-2401

News Release

For More Information Contact:

NIFL

Phone: 202/233-2025

Fax: 202/233-2050

8/22/05

RE: Literacy Fair

1 of 1

kill 9/3/05

Raising the Awareness of Literacy

Every weekend in the month of September will be an eventful necessity for the Clarksville-Montgomery County community. The National Institute for Literacy will kick off a series of events starting on September 3, 2005 that will raise the awareness of literacy throughout the county. The events will primarily focus on the parent's knowledge of their child's reading habits and abilities. The main purpose for this event is to get people actively involved in reading. According to the Montgomery County literacy statistics, adults who emphasize the importance of getting educated early on will allow more windows of opportunity to come their child.

New Release 4

National Institute for Literacy

1775 I Street, NW, Suite 730
Washington, DC 20006-2401

News Release

For More Information Contact:

NIFL

Phone: 202/233-2025

Fax: 202/233-2050

8/26/05

RE: Literacy Fair

1 of 1

kill: 9/3/05

The Importance of Reading

THE NATIONAL ASSESSMENT OF EDUCATIONAL PROGRESS (NAEP) RAN A STUDY ON FOURTH GRADE STUDENTS TESTING THE EFFECT OF READING FOR FUN ON A REGULAR BASIS. STUDENTS WHO READ FOR FUN HAD A POSITIVE RELATIONSHIP TO THE PERFORMANCE OF THE NAEP READING SCORES. EIGHTY SEVEN PERCENT OF THE STUDENTS WHO REPORTED READING FOR FUN ONCE A MONTH SCORED AT A PROFICIENT LEVEL ON THE TEST, WHILE STUDENTS WHO DID NOT READ REGULARLY PERFORMED ON THE BASIC LEVEL ON THE TEST. STUDENTS WHO READ FOR FUN REGULARLY SCORED THE HIGHEST. THIS TEST

New Release 5

National Institute for Literacy

1775 I Street, NW, Suite 730
Washington, DC 20006-2401

News Release

For More Information Contact:

NIFL

Phone: 202/233-2025

Fax: 202/233-2050

8/31/05

RE: Literacy Fair

1 of 1

kill: 9/3/05

Steve McNair Promotes Literacy

This Saturday at the Public Library Steve McNair will be promoting literacy awareness. This event is the kick off of a campaign that will go on for the rest of September, Literacy Month. The National Institute for Literacy is promoting literacy in Montgomery County with the aid of Austin Peay State University for the entire month.

On Saturday September 3rd there will be a Literacy Fair held at the Public Library. The fair will attempt to increase the awareness of parents and children that illiteracy is still a problem. In Montgomery County, almost half of the population has an extremely low literacy level. Steve

Event



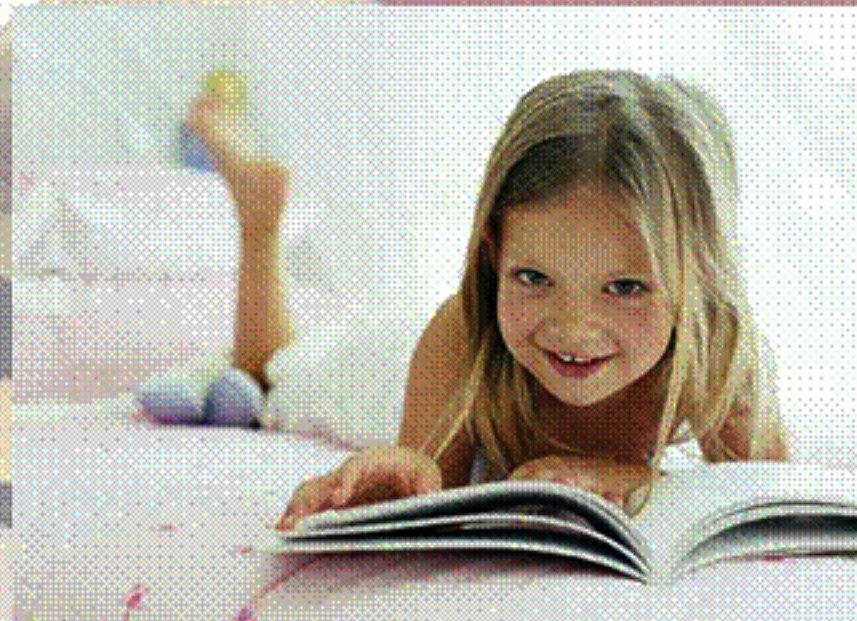
Event - What, When, Where

Literacy Fair

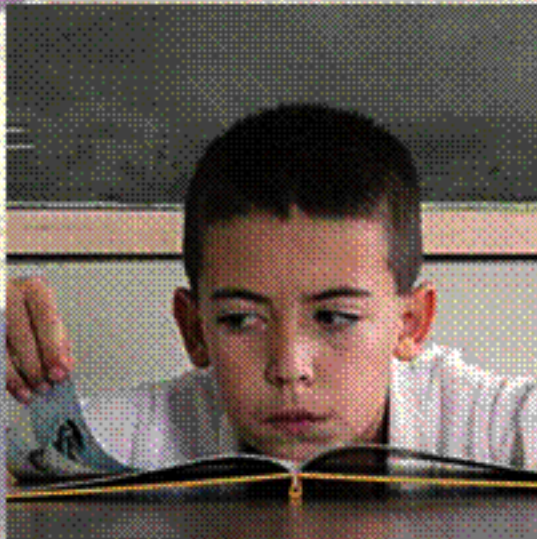
September 3, 2005

12:00 PM

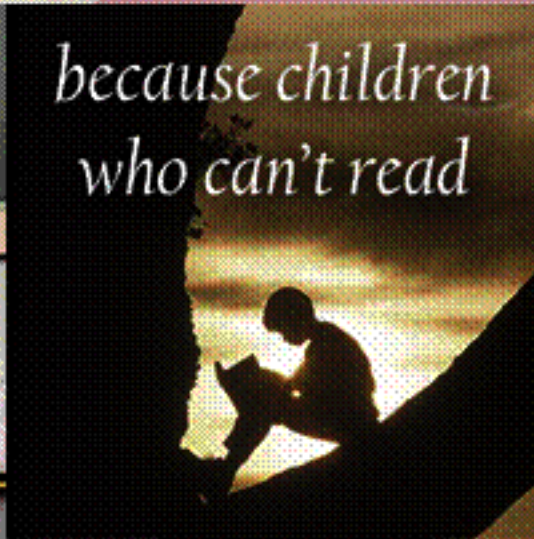
Public Library



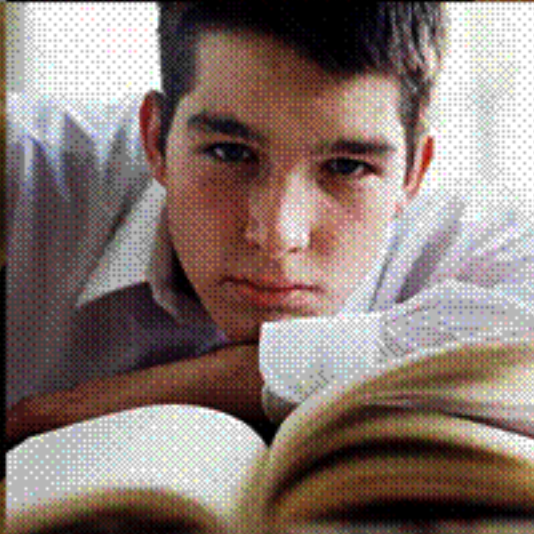
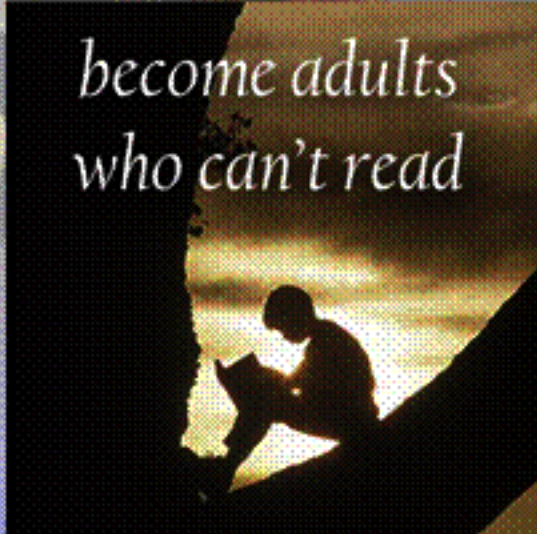
Event - Why



*because children
who can't read*



*become adults
who can't read*



*Where did the items and people come from
to make this event successful?*

**All products and
persons unite
together, therefore
creating a synergy to
achieve the same
common goal.**



Evaluation

We will have representatives of our group take a head count of parents and kids. With these results we will narrow the focus by presenting a success chart @ a date that will be announced soon after the event has taken place.

The Big Question...

How did we get Steve McNair to the event?

Telephone calls

Networking

Interview

Pierre
John
Adam
Tasha
Lee Roy
Courtnei



Q&A



