



Local Webcast Celebration Toolkit

Planning

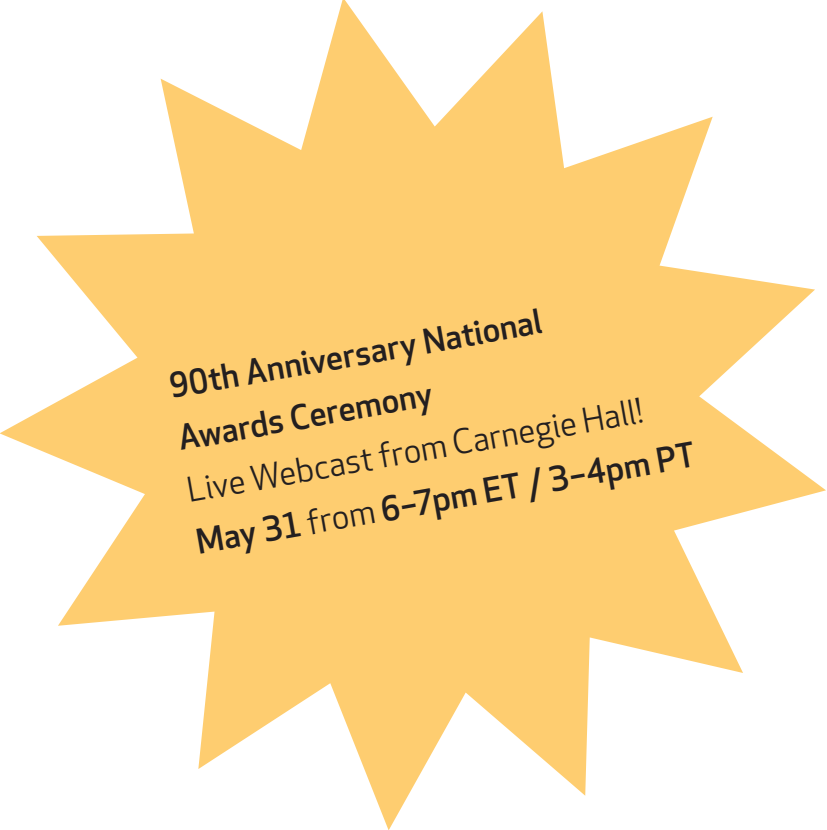
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**90th Anniversary National
Awards Ceremony**
Live Webcast from Carnegie Hall!
May 31 from **6-7pm ET / 3-4pm PT**

Introduction

The live webcast of the 90th Anniversary National Awards Ceremony at Carnegie Hall is a historic event. This is the first time that the Scholastic Awards is webcasting this prestigious ceremony.

This Local Webcast Celebration toolkit is for you—whether you are a proud parent of a National Medalist who wants to celebrate among family and friends; a teacher who seeks to inspire his/her students to create to their greatest potential; an administrator who wishes to rally around the accomplishments of students and teachers from your school; an organization new to the Awards that wants to see what it's all about; or a long-time partner of the Awards that would like to galvanize the community to support these creative young people.

Ideas and tools for planning and hosting a local webcast celebration are here in this Toolkit. If you haven't already, enter your email address to receive updates at www.artandwriting.org/carnegiwebcast2013.

Win a 3D printer!

Post a photograph of your Local Webcast Celebration to enter a drawing for chance to win a 3D Printer from 3D Systems, valued at \$1300! Tag your event photograph using “@Scholastic Art&Writing Awards” on Facebook by June 15, 2013 to be entered in the drawing.

Remember to stay updated and share your event through Scholastic Awards social media!

Twitter: Follow us at @artandwriting and tweet using the hashtag #AWAwards

Facebook: Like us and Tag us in your posts “ScholasticArtandWritingAwards”

Instagram: Follow us at @artandwriting

Venue Ideas and Technical Requirements

You should ensure that the venue you select for your Local Webcast Celebration meets the following criteria:

- It is large enough to fit the number of invited guests comfortably.
- It has a projector or screen large enough for the guests to see the webcast easily.
- It has available access to a fast internet connection.
- It meets all the necessary technical requirements—viewable at www.scholastic.com/livewebcasts/virtualfieldtrip_tech.pdf

Possible venues include:

- Classroom
- School auditorium or gymnasium
- Library
- Museum
- Visual or literary arts organization
- Your home
- College or university campus space
- Local business with a conference room or auditorium

Who to Invite

Think broadly about all the people you know and would like to include in this experience. Whether you host a small gathering with family and friends or a community-wide event, this is a great opportunity to share in this historic webcast. In addition to recognizing student achievement, this gathering can also inspire students to continue participating and energize support.

Specifically, here are some ideas of whom you could invite:

- Family and friends
- Scholastic Awards participants and awardees, parents, teachers and alumni
- Students and teachers who might participate in the Awards in the future
- Local Scholastic Awards jurors
- School administrators
- College representatives from Admissions, Art and English Departments
- Museum administrators
- Visual and literary arts organizations
- VIPs—donors, government officials, superintendents
- Better Business Bureau members
- Chamber of Commerce representatives
- Local companies
- Local press

Spread the word!

We have provided an invitation template available for download on www.artandwriting.org/carnegiewebcast2013 so you can include the specifics of your Local Webcast Celebration. Download the template, fill it out and send away!

Remember to use social media channels as an opportunity to share and promote your event.

Twitter: @artandwriting and #AWAwards

Facebook: Tag us in your posts @Scholastic Art&Writing Awards and remember to Like Us!

Instagram: @artandwriting

Sample VIP Invitation Letter

(to donors, government officials, school superintendents)

Date, 2013

Name

Address

City, State Zip

Dear _____,

My name is **(Full Name)** and I am a member of the **(organization or school)** in **(Town/City)**. I currently serve as the **(Job Title)** for the **(school or organization)**. For the first time ever, in celebration of the 90th Anniversary of the Scholastic Art & Writing Awards, the National Awards ceremony will be webcast live from Carnegie Hall. I am writing to invite you to join us for a Local Webcast Celebration to share in this one-time-only, historic live webcast and celebrate local winners **(if applicable)**!

The Scholastic Art & Writing Awards is the country's longest-running and most prestigious award and scholarship program for creative teenagers. More than 1,600 of the most talented and creative students in grades 7-12, representing 47 U.S. states, as well as students in Washington, DC and American schools abroad, were chosen to receive national medals this year.

This year marks the 90th anniversary of the Awards and attracted more student participants than ever before. The Awards received more than 230,000 submissions in 28 categories, including dramatic script, journalism, humor, novel-writing, science-fiction, as well as painting, mixed media, sculpture, photography, film and animation, fashion design, and video game design.

At **(insert time here)** on Friday, May 31, we will be hosting a Local Webcast Celebration for the live webcast of the Scholastic Art & Writing Awards National Ceremony at **(venue)** in honor of this historic ceremony. This webcast is a wonderful opportunity to engage schools and young students who have displayed exceptional creative talents. Please RSVP at **(email address)** to join us in celebrating the achievements of students and teachers and the importance of arts education in our community.

Sincerely,

(Your Name)

(Title)

Planning Timeline

Invite a DJ and throw a party, have young writers read their work, or deck the walls of your venue with student artwork. It's up to you. We want you to make your Local Webcast Celebration a unique experience tailored to your organization, school or family. Below is a timeline of helpful pointers to help you stay on track as you plan your event. Please customize it to fit your needs.

Six weeks before

- Review all technical requirements at www.scholastic.com/livewebcasts/VirtualFieldTrip_Tech.pdf.
- Secure a venue—confirm adequate access to AV equipment and internet connection

Five weeks before

- Compile guest list
- Download invitation template at www.artandwriting.org/carnegiwebcast2013
- Develop a Run of Show, including guest speakers (see sample on page 6)

Four weeks before

- Distribute invitations to guests and potential speakers
- Secure staff and volunteers to run the event

Three weeks before

- Finalize catering and hire photographer
- Organize event decorations and finalize Run of Show

Two weeks before

- Send follow up reminders to guests, VIPs, potential speakers, and photographer
- Meet with volunteers and staff and confirm vendors for food/entertainment

Week of event

- Confirm speakers and ensure all presenters have the tools they need
- Confirm that all technical equipment is available and working properly
- Print Andy Warhol masks (see page 9)
- Finalize and walk through volunteer and staff assignments

Day of event

- Test all technology in advance to confirm it works
- Oversee vendor set-up for food and entertainment
- Confirm that all staff and volunteer assignments are being carried out
- Make sure the photographer takes lots of fun photos!

After the event (within two weeks)

- Post photos of your event via Facebook on “ScholasticArtandWritingAwards”
- Send thank you letters

Sample Run of Show

The live webcast begins at 6pm sharp ET/ 3pm PT and lasts one hour—plan your celebration according to your local time zone. Please feel free to add or move things around to tailor it to your event.

One Hour before the Live Webcast

Reception (20 minutes)

- Guests arrive
- Refreshments served
- Handout Andy Warhol masks (see page 9)

Welcome (5 minutes)

- Scholastic Awards Overview (see sample welcome speech on page 7)
- Thank and introduce special guests

Guest speakers (15 minutes)

- National Medalist students and their teachers
- Scholastic Awards jurors
- School administrators or government officials
- Any inspiring speaker to celebrate the students
- Student readings or presentations of their artwork

Scholastic Awards Trivia Game (10 minutes)

- See sample trivia questions on page 8
- Give a prize the person who answers the most questions correctly

Webcast Introduction (10 minutes)

- Cue up the webcast webpage
- Play the 90-second webcast introductory video from Scholastic Art & Writing Awards Executive Director, Virginia McEnerney

LIVE WEBCAST!—1 hour

Following the Webcast

Closing

- Thank everyone for attending
- Remind everyone to participate in the 2014 Scholastic Art & Writing Awards!
- Serve refreshments, socialize and celebrate!

Sample Welcome Speech

The Scholastic Art & Writing Awards have an impressive legacy dating back to 1923 and a noteworthy roster of past winners including Andy Warhol, Sylvia Plath, Truman Capote, Richard Avedon, Lena Dunham, Zac Posen, Robert Redford and Joyce Carol Oates (**insert names of local alums**). The Awards are an important opportunity for students to be recognized for their creative talents. Each year, the nonprofit Alliance for Young Artists & Writers partners with more than 100 visual and literary-arts organizations across the country to bring The Awards to local communities. Teens in grades 7 through 12 can apply in 28 categories of art and writing for the chance to earn scholarships and have their works exhibited or published.

2013 marks the 90th anniversary of the Awards, and this year's program attracted more participants than ever before. The Awards received more than 230,000 submissions in 28 categories. This year, as in previous years, National Medalists are honored onstage during this special ceremony at the world-famous Carnegie Hall. For the first time ever, we are able to enjoy a live webcast of the ceremony from Carnegie Hall. We are delighted to have you all here to share in this historic event.

I would like to thank **[VIPs, local government officials]** for attending this event and showing your support.

I want to take a moment to mention the teachers and mentors here today that help our Scholastic Award recipients cultivate their talent. Participating in The Scholastic Awards is an act above and beyond the call of duty. Without them, this program would not be possible. Please join me in giving a round of applause to our hard working teachers.

We are also privileged to have 2013 Scholastic Art & Writing Awards National Medalists with us here tonight. Would the following students please stand and be recognized as I read their names. (**Read list of student names**)

And now, it is with great pleasure that I introduce our first presenter of the evening...

Scholastic Art & Writing Awards Trivia

Questions

- 1 Which film starring actress Audrey Hepburn was based on a story by Truman Capote, a Scholastic Awards Alum?
- 2 Alumnus Tom Otterness was the first artist to create a balloon for the Macy's Thanksgiving Day parade; what character did he design?
- 3 Name the Oscar-winning actress who addressed National Gold Medal recipients at the 89th Annual Scholastic Art & Writing Awards by stating: "You are not only expressing yourselves and what you think and feel. In time you'll understand this: you speak for all of us."
- 4 Name the two Scholastic painting alums who once roomed together in a dingy 8th floor walk-up on St. Marks Place and Avenue A in Manhattan.
- 5 Name the Scholastic Award winner who starred in television's popular *Third Rock from the Sun*.
- 6 Name the Scholastic Award-winner hailed by *The New York Times* as "one of the nation's foremost political artists," who became serious about drawing after a case of double pneumonia confined him to bed for a year.
- 7 Name the Scholastic Award-winner and founder of The Sundance Film Festival.
- 8 Name the Scholastic Award-winner whose panning and zooming effect used in video production from still imagery is named after him.
- 9 Name the Scholastic Award juror described as "the rock star of writers" whose works include *Me Talk Pretty One Day* which has sold over 7 million books.
- 10 Name the Scholastic Award-winner known for his large-scale, freely scribbled paintings and whose nickname was inspired by baseball player Cy Young.

Answers 1. *Breakfast at Tiffany's* 2. Humpty Dumpty 3. Meryl Streep 4. Phillip Pearlstein and Andy Warhol 5. John Lithgow 6. Edward Sorel 7. Robert Redford 8. Ken Burns 9. David Sedaris 10. Cy Twombly



Andy Warhol Mask: Print and Wear!

Cut out the image of Scholastic Awards Alum Andy Warhol and attach a Popsicle stick to make it easy to hold. Andy won in 1945 for painting.

Sample Thank You Letter

(customize as needed)

Date, 2013

Name

Address

City, State Zip

Dear _____,

On behalf of the **(Name of your organization)**, I would like to thank you for taking part in our Webcast Celebration of the Scholastic Art & Writing Awards' 90th Anniversary National Awards Ceremony.

Since its founding, the Awards have identified the early promise of some of our nation's most exceptional visionaries. Its alumni include artists like Andy Warhol, Philip Pearlstein, and Cy Twombly, writers Sylvia Plath, Truman Capote, and Joyce Carol Oates, photographer Richard Avedon, actors Frances Farmer, Robert Redford, Alan Arkin, and John Lithgow, filmmakers Stan Brakhage, Ken Burns, writer Ned Vizzini, and many more. Outside the arts, Awards' alumni employ their creativity to become leaders in fields like journalism, medicine, finance, government and civil affairs, the law, science, toy design, and more.

It is our goal to make every youth in our community aware of the Awards, encourage their participation, and bring them expanded opportunities for recognition, exhibition, publication, and scholarships. We ask that you inform the youth in your life of this prestigious opportunity to be acknowledged for their creative talents. Receiving a Scholastic Award has often been described as a seminal moment in a teen's life, regardless of whether or not they go on to pursue professional careers in art and writing, because it imbues them with a sense of validation, achievement, and encouragement.

Thank you for being a part of this very special event; staff and students are still talking about it. It was an honor for the **(Name of your organization)** to have you join us. We look forward to collaborating with you again in the future.

Sincerely,

(Your Name)

(Title)

Share Your Event!

Here are tips on how to effectively share your event.

1. Use Twitter to spread the word about your Local Webcast Celebration

- Tweet about your celebration using the hashtag #AWAwards
- Share the link to your Facebook Local Webcast Celebration Event page
- Ask for re-tweets of the most important information

2. Write a Blog post (ex: Wordpress, Blogger, Tumblr) highlighting special guests, students, etc. Make sure to include a link to your Facebook Event and Twitter feed.

3. Follow us on Facebook and Twitter to share updates from the Awards to your social media channels:

Twitter: @artandwriting and tweet using the hashtag #AWAwards

Facebook: Like us and Tag us in your posts "ScholasticArtandWritingAwards"

Instagram: @artandwriting