



Scholastic
Art & Writing
Awards

Webcast Celebration Toolkit

2014 Scholastic Art & Writing Awards

National Ceremony

Live Webcast from Carnegie Hall!

June 6 at 6:00 pm ET / 3:00 pm PT



Local Webcast Celebration Toolkit

Planning

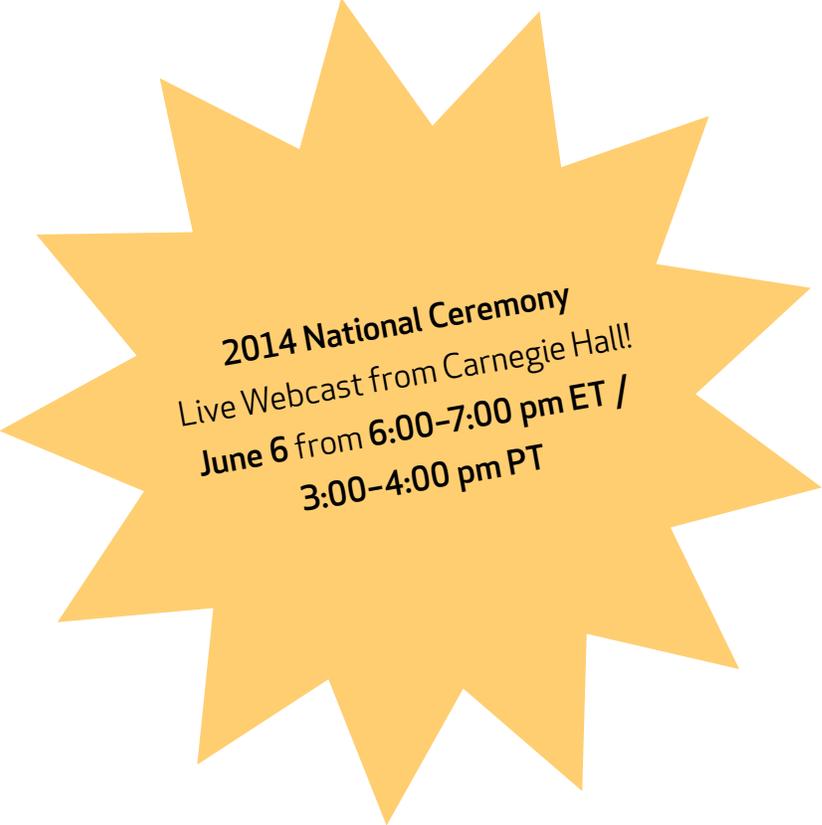
- Introduction
- Venue Ideas
- Who to Invite
- Spread the Word
- Sample VIP Invitation Letter
- Planning Timeline

Hosting

- Sample Run of Show
- Sample Welcome Speech

Following-up

- Thanking Guests
- Share Your Event!



2014 National Ceremony
Live Webcast from Carnegie Hall!
June 6 from 6:00–7:00 pm ET /
3:00–4:00 pm PT

Introduction

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 educators 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/carnegiewebcast2014

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 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 this year's 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, educators, and alumni
- Students and educators 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, school superintendents
- Better Business Bureau members
- Chamber of Commerce representatives
- Local companies
- Local press

Spread the word!

Use social media as a tool to promote your event:

1. **Create a Facebook event** and share it on your Facebook page, Twitter page, blog, and any other channel that you're active on.
2. **Tweet about it** using the hashtag #AWawards and invite your friends and followers to retweet you.
3. **Write a blog post** to build additional excitement by highlighting any special guests, students, or other interesting details that you anticipate (Don't forget to include a link to your Facebook event!).
4. **Connect with us** to stay updated about the Awards Ceremony and Webcast:
 - Facebook: Like us at /ScholasticArtandWritingAwards and tag us in your posts using "@Scholastic Art and Writing Awards"
 - Twitter and Instagram: Follow @artandwriting and use #AWawards
 - Blog: blog.artandwriting.org

Sample VIP Invitation Letter

(to donors, government officials, school superintendents)

Date, 2014

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)**.

The Scholastic Art & Writing Awards are the country's longest-running and most prestigious award and scholarship program for creative teenagers. More than 1,800 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.

In 2014, the Awards received close to 255,000 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, June 6, we will be hosting a Local Webcast Celebration for the live webcast of the Scholastic Art & Writing Awards National Ceremony at **(venue)**. 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/carnegiwebcast2014
- 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
- 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 [Facebook.com/ScholasticArtandWritingAwards](https://www.facebook.com/ScholasticArtandWritingAwards)
- Send thank you letters

Sample Run of Show

The live webcast begins at 6:00 pm sharp ET / 3:00 pm 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 the sample Run of Show to your event.

One Hour before the Live Webcast

Reception (20 minutes)

- Guests arrive
- Refreshments served

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

Webcast Introduction (10 minutes)

- Cue up the webcast webpage
- Play the 90-second webcast introductory video from Virginia McEnerney, Executive Director of the Scholastic Art & Writing Awards available at www.artandwriting.org/carnegiwebcast2014

LIVE WEBCAST!—1 hour

Following the Webcast

Closing

- Thank everyone for attending
- Remind everyone to participate in the 2015 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, Kay WalkingStick, 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.

In 2014, the Awards received close to 255,000 submissions in 28 categories. This year, as in previous years, National Medalists are honored onstage during the National Ceremony at the world-famous Carnegie Hall. We are delighted that you all have joined us to watch the live webcast of the 2014 National Ceremony!

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 educators 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 educators.

We are also privileged to have 2014 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...

Sample Thank You Letter

(customize as needed)

Date, 2014

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 Local Webcast Celebration of the 2014 Scholastic Art & Writing Awards.

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, Kay WalkingStick, and Cy Twombly; writers Sylvia Plath, Truman Capote, Joyce Carol Oates, and Audrey Niffenegger; photographer Richard Avedon; actors Frances Farmer, Robert Redford, Alan Arkin, and John Lithgow; filmmakers Stan Brakhage and Ken Burns; 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)