



Youth Art Month Overview

What is Youth Art Month?

The Council for Art Education (CFAE) administers Youth Art Month at the national level. Festivities take place annually, traditionally each March, to celebrate visual arts for grades K – 12. The Youth Art Month Program emphasizes the value of art education for all children, encourages support for quality school art programs, and promotes art material safety.

Youth Art Month also provides a forum for recognizing skills developed through visual arts experiences that are not possible in other curriculum subjects.

Started in 1961 through the Art & Creative Materials Institute, Inc. (ACMI) and in cooperation with the National Art Education Association (NAEA), Youth Art Month exists to

1. Recognize art education as a viable factor in the total education curricula that develops citizens of a global society.
2. Recognize art is a necessity for the full development of better quality of life for all.
3. Direct attention to the value of art education for divergent and critical thinking.
4. Expand art programs in schools and stimulate new art programs.
5. Encourage commitment to the arts by students, community organizations, and individuals everywhere.
6. Provide additional opportunities for individuals of all ages to participate in creative art learning.
7. Increase community, business and governmental support for art education.
8. Increase community understanding and interest in art and art education through involvement in art exhibits, workshops, and other creative ventures.
9. Reflect and demonstrate the goals of the National Art Education Association that work toward the improvement of art education at all levels.

Flag Program

To promote Youth Art Month, the Council for Art Education coordinates Youth Art Month activities at the national level. The primary event is the State Flag Program. Each state coordinates a flag design contest, with the winning design made into a flag for display in the Youth Art Month Museum at the National Art Education Association Convention in March. The 2014/2015 national theme is "Art Builds Bridges."

Artwork Program

In addition to the flag contest, states also select and exhibit student artwork throughout the year. Winning artwork pieces are displayed in the Youth Art Month Museum at the National Art Education Association Convention in March.

Program Report/Digital Scrapbook

Youth Art Chairpersons also create digital scrapbook reports, documenting local observances, events, exhibits, proclamations, funding, and community support. Reports are submitted to CFAE, and programs are recognized for outstanding achievement.



Youth Art Month - Quickstart Guide

Flag Design Contest

- ☐ Establish goals
- ☐ Plan and communicate flag lesson and theme:
“Art Builds Bridges”
- ☐ Distribute “How to” information to art educators
- ☐ Receive flag entries
- ☐ Select winner
- ☐ Make a flag
- ☐ Submit flag by March 1 to CFAE for NAEA
- ☐ See flag on display at NAEA
- ☐ Return flag to designer

Artwork, Exhibitions and Celebrations

- ☐ Establish goals
- ☐ Set date/location for events
- ☐ Distribute “How to” information to art educators
- ☐ Students create artwork
- ☐ Connect with local media
- ☐ Secure dates/times for events
- ☐ Invite local VIPs to events
- ☐ Finalize marketing plans
- ☐ Attend exhibits and celebrations
- ☐ Submit artwork by March 1 to CFAE for NAEA
- ☐ Document activities
- ☐ Send Thank You Notes
- ☐ Following outline provided, create and submit digital scrapbook by July 1 to CFAE, documenting program and year to year changes in support

Fundraising/Advocacy

- ☐ Establish goals
- ☐ Distribute “How to” information to art educators
- ☐ Obtain Governor’s Proclamation
- ☐ Obtain Endorsements
- ☐ Create promotional materials
- ☐ Pursue fundraising



Youth Art Month

Ideas for Celebration in Your School, City, or State

Provide documentation to local and state coordinators to be included in state report

School Communication and Promotion	School Activities	School Activities	Community Outreach
1. Create a <u>bulletin board</u> declaring March as Youth Art Month	1. Coordinate a <u>flag contest</u> with students.	9. Have the school library feature books on children's art, art careers.	1. <u>Obtain a proclamation</u> from the Governor and the Mayor.
2. Create and communicate a <u>daily or weekly announcement</u> .	2. Create a <u>calendar of daily art activities</u> for each day of the month of March and distribute to students and teachers.	10. Have your Technology department create <u>computer screen savers</u> of the Youth Art Month winning flag design.	2. Contact local agencies (hospitals, restaurants, art supply stores, banks, offices, libraries, retail shops) to <u>display student work</u> .
3. Obtain <u>endorsements</u> signed by the principal, superintendent, state legislators, and other officials and important community members.	3. Organize a <u>school art show</u> .	11. Encourage students to wear primary, secondary colors, patterns, etc. to be part of "wearable" art on different days of the week or month.	3. Arrange <u>student art demonstrations</u> in local banks, stores, shopping centers.
4. Add Youth Art Month information to the <u>school web page</u> .	4. Organize a <u>district art show</u> .	12. Plan an <u>art festival</u> – devote a school day to art activities. Include discussions, talks, and films.	4. Work with local merchants to invite students to design newspaper ads, paint store windows, design grocery bags, and more.
5. Collect and <u>display quotes from leading citizens</u> in support of art education.	5. Create an <u>art game</u> (trivia, name that artist, Art Jeopardy, etc.) for your class or school to play during the month of March.	13. Schedule a <u>career day</u> to talk about careers that involve art and design.	5. Plan with local senior citizens or other member centers to host the Youth Art Month flag design and/or art winners.
6. <u>Hand out flyers</u> with information about Youth Art Month and the benefits of art education.	6. Have students create and wear <u>buttons</u> , and make <u>tags</u> for the faculty to wear.	Family Activities	6. Contact local street department to hang student created banners during the month of March.
7. Distribute <u>student made postcards</u> .	7. Create <u>cards</u> for lunch trays for hospital patients or nursing homes.		7. <u>Frame student artwork</u> and present to local leaders in the community.
8. Have principal read an appropriate <u>art quote</u> or talk about a famous artist every day or week of March.	8. Have students create a book of <u>teacher caricatures</u> .	1. Invite parents or other relatives to hang their children's artwork in their place of business.	8. Provide <u>press releases</u> to local, regional, and state media. Appear on local television news shows.



YOUTH ART MONTH - Ideas That Work

Through the years, state chairpersons, local art teachers and others celebrated Youth Art Month and promoted quality art education with wonderfully creative ideas. Here are just a few of them:

State	Festival or Event
Alabama	Chalk It Up Days/Festivals - students reproduce famous artwork on their school sidewalks.
Georgia	Promoted Youth Art Month Facts or Quotes every day in March on several local television stations.
Illinois	Sent an email to every IAEA member in central and southern Illinois to increase participation in Youth Art Month activities. Tweeted about Youth Art Month all month, using hashtag #ILYAM. Started a discussion board within a LinkedIn group of professional artists to recall their experiences with art educators.
Indiana	"Beautiful Farms of Indiana" Art Contest using soybean crayons , highlighting an art material made from crops grown in their state.
Louisiana	Featured a different artist of the day every day in March; Students painted the great monuments of the world on their school windows.
Maryland	"Who Wants to be an Artist" contest based on the theme of the millionaire show that was held each day during the month of March and at the end of the month students with the correct answers received prizes.
Minnesota	Worked with Target Corporation to include an article on Youth Art Month in their March newsletter, a national publication that is sent to over 107,000 schools across the United States. Target Corporation has a special "Take Charge of Education" program , through which customers with charge accounts can designate a school of their choice to receive a percentage of their purchases. The article in Target's March newsletter encouraged all schools to use their March checks to support the arts in their area.
New Jersey	Multicultural art night titled "Passport to Art from Around the World" - students and their parents took an imaginary tour to Japan, Holland and Mexico and art therapy students performed a play featuring "ventriloquist puppets" they had made using paper mache. At the Hudson County Youth Art Month celebration at the Liberty Science Center, students dressed up as live works of art.

State	Festival or Event
Oklahoma	Produced and distributed an impressive “ArtsPower” guide book , a collaborative effort of the state art education organizations and the business circle of Oklahoma that is comprised of business leaders from small businesses to large corporations across Oklahoma. It features 10 key avenues to improve arts education in your local school. More details can be found at www.artspower.com .
Oregon	Created shoebox trunks that students designed in the style of their favorite artist , while the art educators statewide received a lesson plan incorporating objectives, materials list, procedures, and cross-curricular connections.
Tennessee	Participated in an art exchange through Sister Cities International with student artists from Russia . An art contest took place and winning student art was exchanged between the cities, along with student biographies, pictures and gifts, bringing awareness of the importance of art education to two very diverse areas.
Vermont	Students created Temenos Books (based on the ancient Greek thought, temenos is a magic circle, a sacred protected space where special rules apply and extraordinary events occur), to express images for global healing, peace and gratitude .
Virginia	Door decorating contest during Youth Art Month honoring favorite children’s books.

Youth Art Month Benefits all:

A growing trend in state Youth Art Month programs is to join with other projects for the benefit of all:

Arizona	Students painted garbage dumpsters in the city during Youth Art Month.
Indiana	Combined some of its Youth Art Month events with the “Very Special Arts” program.
Ohio	Combined its Youth Art Month events with local community assistance programs, such as the “Harvest for Hunger” program.
Oklahoma	Students painted lunchroom walls with story scenes to encourage younger children to read.
Maryland	Students donated art to assisted living centers.

Below are several other project ideas you might want to try!

- **Artists-in-Residence programs:** local artists explain their own artwork and give lessons to students
- **Bus poster contest:** display student artwork in buses throughout March
- **Student-run craft workshops** at a local shopping mall or library
- **Statewide postcard exchanges** and **Art exchanges** with foreign countries
- **Living art program:** students (or teachers) pose as famous pieces of artwork
- **"Edible Art" projects:** food item resembles a period of art, an artist, or a specific work of art
- **Quilt projects** to benefit those who are less fortunate
- **Student-designed placemats and table tents** that can be used by local restaurants
- **T-shirts, sweatshirts, tote bags, note pads, refrigerator magnets, computer mouse pads, calendars etc.,** decorated with student artwork
- **Honorary chairperson:** Appoint a local celebrity who is supportive of the arts and art education

Be sure to let us know what ideas worked in your state so we can share them with others!



Youth Art Month - Annual Planning Calendar

Need help planning your Youth Art Month program? We can help!

Refer to the timetable below for helpful tips on managing your state Youth Art Month program. This monthly schedule includes key activities for making sure your program runs smoothly throughout the year. Of course if you have more questions – we’re here to help! Contact Council for Art Education at youthartmonthcfae@gmail.com.

Month	Flag Design Contest	Artwork, Exhibitions, and Celebrations	Fundraising, Endorsements, Special Materials
September	State Chairperson: Establish goals for Flag Design Contest.	State Chairperson: Establish goals for Exhibitions and Observances. For example: <ul style="list-style-type: none"> - Increase district participation by 25% - Increase media coverage by 50% - Increase observances and events by 50% 	State Chairperson: Establish goals for Fundraising and Endorsements.
September	Watch for emails from The Council for Art Education with the latest updates and forms for this year’s Flag Design Contest.	Watch for emails from The Council for Art Education with the latest updates on this year’s program.	Watch for emails from The Council for Art Education with the latest updates and forms for this year’s program.
September	State Chairperson: <u>Select the national theme or a state specific theme</u> for the Flag Design Contest.	State Chairperson: <u>Establish a date and location for a statewide event or observance</u> (ideally March) to display both flags and artwork. Possible locations include the state capitol, museums, libraries, and art centers. Local Coordinators: As early as possible, establish dates and locations for local events and observances.	
September/October	State Chairperson: Communicate Flag Design Contest. Plan a lesson for the flag design contest and distribute to teachers across the state.	State Chairperson: Communicate statewide event/location to art educators so they can prepare throughout the school year.	

Month	Flag Design Contest	Artwork, Exhibitions, and Celebrations	Fundraising, Endorsements, Special Materials
September/October	State Chairperson: Distribute “How to” materials to all art educators and local coordinators. This includes: <ul style="list-style-type: none"> - Flag Overview and Guidelines - Flag Requirements - Flag Entry Form 	State Chairperson: Distribute “How to” materials to all art educators and local coordinators. This includes: <ul style="list-style-type: none"> - Youth Art Month Quickstart Guide - Activity Tracking Sheet - Report Form 	State Chairperson: Distribute “How to” materials to all art educators and local coordinators. This includes: <ul style="list-style-type: none"> - Funding Tracking Sheet - Issuing and Using a Proclamation - Endorsement Certificate - Certificate of Participation - Sample Letter
October	State Chairperson: Attend the State Education Association Convention. Distribute information about the Youth Art Month Flag Program: <ul style="list-style-type: none"> - Flag Overview and Guidelines - Flag Requirements - Flag Entry Form 	State Chairperson: Remind art educators to create artwork throughout the year to submit for display at NAEA 2015.	State Chairperson: Initiate effort to obtain Governor’s Proclamation (see sample letter and sample proclamation in materials) State and Local Coordinators: Initiate effort to obtain other endorsements, including the Mayor, State Representatives, and members of Congress
October	Receive flag entries from across the state October – January. Determine process for selecting statewide winner.		Create special materials with your logo for promotion and fundraising, including Buttons, Letterhead, Balloons, Posters, Pens, and Postcards to special events. Fundraising: <ul style="list-style-type: none"> - Initiate fundraising for your program. (see list of ideas for fundraising) - Use the Youth Art Month Funding Tracking Form to keep track of donations and fundraising activities at the state and local level.
November	Receive flag entries from across the state October – December.	Check in with local media to identify time frame and requirements for Public Service Announcements and articles related to Youth Art Month Activities.	Fundraising: <ul style="list-style-type: none"> - Continue fundraising for your program.

Month	Flag Design Contest	Artwork, Exhibitions, and Celebrations	Fundraising, Endorsements, Special Materials
December	Receive flag entries from across the state October – December.		Fundraising: - Continue fundraising for your program.
January		Secure dates, times and speakers for statewide events. Secure dates, times and speakers for local events.	Fundraising: - Continue fundraising for your program.
February	State Chairperson: Select your state's winning flag design. Submit electronic image of design, student's artwork permission form, and the student's statement to Council for Art Education. Make a flag from the winning state design. (Allow 4 -6 weeks. See resource list for options)	State and Local Chairpersons: Finalize marketing plans for Special Exhibits and Events. - Promote via posters, state association website, and local town websites - Send invitations for event(s) to VIP's - Send press releases to all media outlets	Fundraising: - Continue fundraising for your program.
March	State Chairperson: By March 1 , submit actual flag to The Council for Art Education for display at NAEA. Send flag to: Jeff Sandoe – Youth Art Month Flag American Art Clay Co. 6060 Guion Rd. Indpls., IN 46254	State Chairperson: By March 1 , submit artwork to The Council for Art Education for display at NAEA. (Request artwork from Local Coordinators and local events). Send artwork to: Jeff Sandoe – Youth Art Month Flag American Art Clay Co. 6060 Guion Rd. Indpls., IN 46254	Fundraising: - Continue fundraising for your program.
March - June	Winning state flag on display at National Art Education Association Convention in New Orleans.	Document activities through photos, newspaper articles, web articles, radio/TV, and other publications.	
April/May	The Council for Art Education returns state flag to the state Youth Art Month Chairperson.	Send Thank You letters and Certificates of Commendation to all who contributed to your program.	
May/June		Local Coordinators: Submit area documentation to State Chairperson for digital scrapbook.	
July		Create/upload digital scrapbook documentation by July 1 to CFAE. CFAE reviews scrapbooks and announce award winners.	



Youth Art Month Museum Artwork Display

The Council for Art Education sponsors the Youth Art Museum during the National Art Education Association Convention March 26 – 28 in New Orleans, Louisiana. The Museum includes a display of flags featuring the winning designs from each participating state, along with a collection of student artwork from local state exhibitions.

To participate in the Youth Art Month Museum artwork display, please note the following guidelines:

- Each state is provided one 3' x 7' display panel.
- Works selected for display should be primarily 2-dimensional: drawings, paintings, photographs, fiber, mixed media, and printmaking.
- Photographs of 3-dimensional (printed on photo paper) can be used.
- Promotional materials, photographs of Youth Art Month events, student statements or other items representing Youth Art Month in your state can also be displayed.
- Students **MUST** submit a Student Artwork/Flag Release Form with their artwork.

This is a display of original student work creations. Photographs of student work should NOT be used except as noted above in the guidelines.

Finishing:

- Works should be **matted or mounted** and ready for display (framing is not recommended).
- Apply Velcro® (tooth side) to the back corners of the work before shipping - fabric panels are used for the display and we cannot guarantee Velcro® will be available on site.

Labeling:

- Label the **reverse** side of ALL artwork with
 - Student name, grade, school, city, state
 - Teacher name, phone number, email
 - If you will pick up the artwork at the end of the convention, please indicate TAKE FROM SHOW with name, phone number, email.
 - If you want CFAE to return the artwork at the end of the convention, please indicate RETURN TO and contact name and address, phone number, email. All return shipments will be made at the Council's expense.

Submissions:

Student art and other display materials should be sent to arrive no later than **March 1, 2015**.

Please send to

American Art Clay Company

Attn: Jeff Sandoe, Council for Art Education

6060 Guion Road

Indianapolis, IN 46254

Please direct any additional questions to youthartmonthcfae@gmail.com

2014/2015 YAM REPORTING



Youth Art Month Report for _____ **Year:** _____

Please include as much documentation as possible, such as photos, newspaper articles, web postings, etc. so that this information can be included in the state scrapbook.

Name: _____ Title: _____

District: _____ Email: _____

State: _____

District Proclamations:

Name	Title	Type of Proclamation	Date

Observances in your District:

Observance	Participants	Location	Date

Print Media Coverage:

Name of Print Media	Local or Statewide	Date	Subject	Article or Photo	Article Length

Print Media Coverage:

Name of Print Media	Local or Statewide	Date	Subject	Article or Photo	Article Length

Web Media Coverage:

[illegible]

Web Media Coverage:

[illegible]

Radio/TV Coverage:

[illegible]

Youth Art Month Exhibits:

[illegible]

_____)

[illegible]

examples)

[illegible]



2014/2015 YOUTH ART MONTH FUNDING

Fundraising:

Event	Amount Raised
Total	\$

In-Kind Donations

Name	Donation Amount
Total	\$



Youth Art Month – Flag Resources

Note:

- Styles of flag will vary (digital print, screen print, applique, embroidery).
- Cost varies by style.
- Production and shipping times vary. Allow 4 – 6 weeks.
- Flags will be displayed horizontally in the Youth Art Month Display at NAEA.

<p><u>Flag Center – Wauwatosa</u> 2954 NORTH 117th Street Wauwatosa, WI 53222</p> <p>(414) 778-1776 (Wisconsin) (800) 795-4295 (Nationwide)</p> <p>www.flagcenter.net custom@flagcenter.net</p>	<p><u>Gettysburg Flag Works</u> PO Box 524 East Greenbush, NY 12061</p> <p>(888) 697-3524 ext. 23 FAX (518) 479-3662</p> <p>www.Gettysburgflag.com quotes@gettysburgflag.com</p>	<p><u>Tidmore Flags</u> 1901B Hoover Court Birmingham, AL</p> <p>(800) 321-3524 (FAX) (800) 351-4110</p> <p>www.tidmoreflags.com contact through website</p>
<p><u>Best Nylon Flag Banners</u> 145 Railroad Hill Street Waterbury, CT 06708</p> <p>(888) 757-8908 (FAX) 203-757-8911</p> <p>www.bestnylonbanners.com contact through website</p>	<p><u>The Flag Makers</u> 600 17th St. Suite 2800 South Denver, CO 80202</p> <p>(303) 634-2272</p> <p>www.the-flag-makers.com flagsales@the-flag-makers.com</p>	<p><u>North Star Flags</u> 1025 S. Church Street Rocky Mount NC 27803</p> <p>(800) 958-3009</p> <p>www.northstarflags.com info@northstarflags.com</p>
<p><u>Discount Custom Flags</u> Call for address info</p> <p>(888) 204-1853</p> <p>www.discountcustomflags.com info@discountcustomflags.com</p>	<p><u>A Stars & Stripes Flag Company</u> 700 Berkshire Court Downers Grove, IL 60516</p> <p>(800) 757-0600 (FAX) 630-985-3828</p> <p>www.bestcustomflags.com contact through website</p>	<p><u>Quinn Flags and Banners</u> 581 West Chestnut Street Hanover, PA 17331</p> <p>(800) 353-2468 (FAX) 717-630-2661</p> <p>www.quinnflags.com contact through website</p>

2015 YOUTH ART MONTH - NATIONAL FLAG ENTRY FORM

Guidelines:

- Incorporate National Theme (Art Builds Bridges) or State Theme in design.
- Flag design should fit in box on this form.
- Designs should creatively use images that represent the state or represent art.
- Design should incorporate the words "Youth Art Month" if possible.



PLEASE SUBMIT THE STUDENT ARTWORK/FLAG RELEASE FORM WITH THE NATIONAL FLAG ENTRY FORM

Student Name:

Grade:

School:

Address:

Art Teacher:

Email:

Youth Art Month - Student Artwork/Flag Release Form

I agree to allow my artwork and/or flag to be a part of state and national art exhibits for Youth Art Month. As part of this participation, artwork and/or flag may be displayed in the news media or electronically via the internet or in other displays for educational, non-profit, visual art publications, and exhibitions. Artwork may also be displayed, photographed and/or published for Council for Art Education, its website and other social media outlets.

YES ☐

NO ☐

Suggestion – Make 3 copies of the completed Entry Form for each artwork. Attach 2 copies to the back of the artwork (one will remain permanently on the artwork and one will be removed for Youth Art Month files. Keep the third copy for your records.

I agree to allow my name, grade, school district, and photograph to be used in the news media or electronically via the internet or in other displays for educational, non-profit, visual art publications, and exhibitions. Photographs may also be displayed and/or published for Council for Art Education, its website and other social media outlets.

YES ☐

NO ☐

If you answer YES to any of the questions, a copy of this form MUST be submitted to Council for Art Education at youthartmonthCFAE@gmail.com.

STUDENT NAME _____ GRADE _____

TITLE OF ARTWORK _____ MEDIUM _____

SCHOOL DISTRICT _____

SCHOOL (Full Name) _____

SCHOOL ADDRESS _____

CITY _____ STATE _____ ZIP _____ PHONE _____

Dr. Mr. Mrs. Ms. TEACHER _____

TEACHER EMAIL _____

TEACHER PHONE _____ NAEA Membership # _____

Dr. Mr. Mrs. Ms. PRINCIPAL'S NAME _____

STUDENT SIGNATURE _____

PARENT NAME _____

PARENT SIGNATURE _____

(Required if student is under 18 years of age)

*PARENT EMAIL _____

STUDENT ADDRESS _____

CITY _____ ZIP _____

HOME PHONE # _____

This form must accompany all artwork and flag design submissions.



Issuing and Using a Proclamation

The proclamation serves as a tool to gain public recognition. Governors, mayors, county executives, state legislatures, municipalities, counties, cities, or towns can issue a proclamation to officially designate an event.

Most state government or governor websites now include a page or link with directions on how to request a proclamation. To save time, make sure to check the website first before proceeding with the steps below.

Begin early.	Most states require AT LEAST 1-2 months advance notice.
Select one person as the main contact.	Most governor offices want to work with only one person.
Find a personal connection.	Identify a colleague with access to the governor's office.
Identify the staff member who handles proclamations or resolutions.	Phone the state legislator's office or check your state government website
Use the sample proclamation and cover letter provided.	Fill in the name of your state and any blank areas with the necessary information.
Provide an appropriate news release or "About" material.	Governor offices want to understand the importance and significance of any event they are going to officially recognize. Including these documents in your request package should cover those concerns. However, be prepared to field any follow up questions that may come your way.
Send your request to the address provided in the governor's website proclamation link.	Combine the cover letter, sample proclamation, your contact information, and any other necessary materials into a sealed envelope. U.S. mail should be used unless another form of communication (fax, e-mail, etc.) is mentioned in your state/territory guidelines.
Make a follow-up call.	Allow 2-3 weeks after sending your request.
Do you know a member of the state legislature personally?	Approach the person regarding passage of the proclamation.
Find out if and when the legislature will pass the proclamation.	Let the staff person know you are willing to meet him/her or attend any related meeting in person or by your representative.
Let them know that you would like to pick the proclamation up in person.	This way you may be able to get a photo that can be used in any publications or media opportunities.
Seek publicity after the governor approves the proclamation.	It is great to have a state adopt the proclamation; it is even better to have the local newspaper report the action. Send a representative to the meeting when the proclamation is being adopted. Frequently, the governor's office will present a quality copy to an appropriate recipient. Take photos. Also, disseminate your proclamation news release to the appropriate news media in your state.
Be sure to send a follow-up thank you to the governor for the proclamation.	
Ask that the proclamation be placed on the Governor's web site.	Also see if you can get the proclamation placed on your state representative's web sites as well.
Keep good records.	Include what works and what doesn't work, whom you contacted, and who made contacts in your state.
Adapt these guidelines to your local mayor and town/city council.	Offer the appropriate sample city proclamation or sample city resolution and sample cover letter.



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Identify the staff member who handles proclamations or resolutions.	Phone the state legislator's office or check your state government website
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Send your request to the address provided in the governor's website proclamation link.	Combine the cover letter, sample proclamation, your contact information, and any other necessary materials into a sealed envelope. U.S. mail should be used unless another form of communication (fax, e-mail, etc.) is mentioned in your state/territory guidelines.
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Adapt these guidelines to your local mayor and town/city council.	Offer the appropriate sample city proclamation or sample city resolution and sample cover letter.

Sample Cover Letter

Date

Address, phone, fax, email, etc.

Dear Governor/Mayor Governor's Name/Mayor's Name:

On behalf of (organization name) and those who advocate for art education to all elementary, middle and secondary students, please consider writing a proclamation recognizing March as Youth Art Month in the state of (ENTER State).

Youth Art Month is an annual celebration supported through the Council for Art Education to emphasize the value of art education for all children and to encourage support for quality school art programs. It provides a forum for acknowledging skills that are fostered through experience in the visual arts that are not possible in other subjects in the curriculum.

While Youth Art Month supports many purposes, it exists primarily to

- Direct attention to the value of art education
- Encourage commitment to the arts by students, community organizations, and individuals
- Increase community understanding and interest in art and art education through involvement in art exhibits, workshops, and other creative ventures
- Increase community, business and governmental support for art education
- Recognize art education as a viable component in the total education curricula that develops citizens of a global society
- Reflect and demonstrate the goals of the National Art Education Association that work toward the improvement of art education at all levels

A variety of activities across the country at the local and state level support Youth Art Month, including a student flag design program supporting the annual theme. The winning design for the state is made into a flag, and the flag is displayed and recognized at the National Art Education Association Conference in March.

Please join us in our efforts to spotlight art education by issuing a (ENTER Proclamation, Resolution, Certificate of Recognition, or Endorsement), recognizing Youth Art Month. By making Youth Art Month an official celebration in (ENTER STATE/CITY/COUNTY), you will be joining other (ENTER Governors, States, Mayors, or Cities) who are committed to the same effort.

I've enclosed additional information and a sample proclamation. I am happy to assist with any additional information you may require.

Thank you for your time and consideration and I look forward to hearing from your office in the near future.

Sincerely

(ENTER Contact's Name, Address, Email, Phone)

Sample Proclamation

WHEREAS: The study of art leads to a fuller, more meaningful life; and

WHEREAS: Art education provides substantial educational benefits to all elementary, middle and secondary students; and

WHEREAS: Art education develops students' creative potential and improves problem-solving and critical thinking skills by reinforcing and bringing to life what students learn in other subjects; and

WHEREAS: Art education teaches sensitivity to beauty, order and other expressive qualities, and also gives students a deeper understanding of multi-cultural values and beliefs; and

WHEREAS: Art education advances student mastery in art production, art history, art criticism and aesthetics; and

WHEREAS: Our national leaders have acknowledged the necessity of including art s experiences in all students' education; and

WHEREAS: The National Art Education Association, in conjunction with the (ENTER STATE ORGANIZATION NAME) strives to improve the well being of our communities by upgrading visual awareness of the cultural strengths of (ENTER CITY, STATE) and the United States as a whole; and

WHEREAS: The residents of (ENTER STATE) have joined the National Art Education Association and the (ENTER STATE ORGANIZATION NAME) in supporting the youth of our community in their intellectual development through artistic endeavors, and offering support to our committed art teachers

NOW, THEREFORE, I, (NAME OF GOVERNOR/MAYOR), GOVERNOR/MAYOR OF THE STATE/CITY OF (ENTER STATE/CITY), do hereby proclaim March 2014 as YOUTH ART MONTH. All residents are urged to give their full support to quality school arts programs for our youth.

Dated this (ENTER DATE)

Sample Endorsement

YOUTH ART MONTH ENDORSEMENT

WHEREAS: Art education is a viable academic endeavor and contributes educational benefits to all elementary and secondary students including the following:

- Art education develops students' creative problem-solving and critical thinking abilities;
- Art education teaches sensitivity to beauty, order, and other expressive qualities;
- Art education gives students a deeper understanding of multi-cultural values and beliefs;
- Art education reinforces and brings to life what students learn in other subjects;
- Art education interrelates student learning in art production, art history, art criticism and aesthetics and

WHEREAS: Our national leaders have acknowledged the necessity of including arts experiences in all students' education, and

WHEREAS: MARCH is officially recognized as YOUTH ART MONTH, I endorse the observance of Youth Art Month and encourage the support of quality school art programs for children and youth.

SIGNED _____

POSITION _____

DATE _____

Sample Certificate of Recognition

CERTIFICATE of RECOGNITION

By virtue of the authority vested by the Constitution in the Governor of (ENTER STATE), there is hereby officially recognized:

YOUTH ART MONTH

WHEREAS, art education contributes powerful educational benefits to all elementary, middle and secondary students; and

WHEREAS, art education develops students' creative problem-solving and critical thinking abilities; and

WHEREAS, art education teaches sensitivity to beauty, order, and other expressive qualities; and

WHEREAS, art education gives students a deeper understanding of multi-cultural values and beliefs; and

WHEREAS, art education reinforces and brings to life what students learn in other subjects; and

WHEREAS, art education interrelates student learning in art production, art history, art criticism, and aesthetics; and

WHEREAS, support should be given to art teachers as they attempt to strengthen art education in their schools and communities;

NOW, THEREFORE, I (ENTER NAME), do hereby recognize March 2014 as **YOUTH ART MONTH** in our **STATE OF (ENTER STATE),** and I call this observance to the attention of all our citizens.

Sample Cover Letter to Principal or School Superintendent

Address, phone, fax, email, etc.

Date

Dear **Principal or Superintendent Name:**

It's almost time to celebrate Youth Art Month!

On behalf of **(state organization name)** and those who advocate for art education for grades K-12, please endorse March as Youth Art Month.

This annual celebration directs attention to the value of visual art education in a student's overall success. Studies show students participating in the arts have higher grades, score better on standardized tests, have better attendance records, and are more active in community affairs.¹

As art educators, we understand the potential of the arts and its positive impact to students. Youth Art Month provides an opportunity for us to demonstrate the impact of the arts to local communities and businesses.

Throughout March, a variety of activities take place across the country at the local and state level. Please join us in our efforts here to spotlight art education. You can help by

- Signing the attached Endorsement and returning a copy to me by mail, email, or fax
- Providing documentation of your school or schools' celebrations (photos, articles, programs, or listing)
- Identifying financial support from businesses or the community

Thank you for supporting Youth Art Month!

Sincerely,

¹ National Assessment of Educational Progress, 1997, research by Dr. James Catterall, UCLA

Sample Endorsement

YOUTH ART MONTH ENDORSEMENT

WHEREAS: Art education is a viable academic endeavor and contributes educational benefits to all elementary and secondary students including the following:

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WHEREAS: Our national leaders have acknowledged the necessity of including arts experiences in all students' education, and

WHEREAS: MARCH is officially recognized as YOUTH ART MONTH, I endorse the observance of Youth Art Month and encourage the support of quality school art programs for children and youth.

SIGNED _____

POSITION _____

DATE _____



State Contacts for Proclamation Requests

Alabama – Governor Robert Bentley

http://216.226.177.218/forms/contact_procs.aspx

Alaska – Governor Sean Parnell

<http://gov.alaska.gov/parnell/contact/constituent-relations/proclamations.html>

Arizona – Governor Jan Brewer

<http://www.azgovernor.gov/cs/ProcRequest.asp>

Arkansas – Governor Mike Beebe

<http://governor.arkansas.gov/office/Pages/proclamationRequestGuidelines.aspx>

California – Jerry Brown

Official proclamations – which are legal documents – declare a day, week or month and are issued for holidays or public awareness campaigns initiated by state agencies. If your proclamation request is for an event or day other than a state or national holiday, it must be first evaluated and sponsored by the state agency under which the issue falls. The agency works directly with the requestor to determine if the agency will sponsor the proclamation. To find the appropriate agency to sponsor your proclamation request, please visit

<http://www.ca.gov/Apps/Agencies.aspx>

Colorado – Governor John Hickenlooper

<http://www.colorado.gov/govhdir/requests/proclamation.html>

Connecticut – Governor Dannel P. Malloy

<http://www.governor.ct.gov/malloy/cwp/view.asp?a=3998&q=479090>

Delaware – Governor Jack Markell

<http://governor.delaware.gov/connect.shtml>

Florida – Governor Rick Scott

http://www.flgov.com/request_a_letter/

Georgia – Governor Nathan Deal

<http://gov.georgia.gov/ceremonial-document-request-forms>

Hawaii – Governor Neil Abercrombie

<http://governor.hawaii.gov/forms/request-a-proclamation/>

Idaho – Governor C.L. “Butch” Otter

<http://gov.idaho.gov/mediacenter/proc/index.html>

Illinois – Governor Pat Quinn

<http://www2.illinois.gov/gov/Pages/ContacttheGovernor.aspx>

Indiana – Governor Mike Pence

<http://www.in.gov/gov/2361.htm>

Iowa – Governor Terry Branstad

<https://governor.iowa.gov/constituent-services/proclamation-request/>

Kansas – Governor Sam Brownback

<http://governor.ks.gov/serving-kansans/constituent-services/proclamation-guidelines>

Kentucky – Governor Steve Beshear

<http://governor.ky.gov/Lists/Proclamations/form.aspx>

Louisiana – Governor Bobby Jindal

<http://www.managekeelson.com/websites/la2.gov/index.cfm?md=form&tmp=home&cfmid=299>

Maine – Governor Paul LePage

http://www.maine.gov/governor/lepage/citizen_services/proclamation_request_form.shtml

Maryland – Governor Martin O’Malley

<http://www.governor.maryland.gov/citations.asp>

Massachusetts – Governor Deval Patrick

<http://www.mass.gov/governor/constituentservices/recognition/#proclamation>

Michigan – Governor Rick Snyder

http://www.michigan.gov/snyder/0,4668,7-277-57577_59874---,00.html

Minnesota – Governor Mark Dayton

<http://mn.gov/governor/resources/proclamations/>

Mississippi – Governor Phil Bryant

<http://www.governorbryant.com/requests/proclamation-request/>

Missouri – Governor Jay Nixon

<http://governor.mo.gov/get-involved/request-proclamation-governor-jay-nixon>

Montana – Governor Steve Bullock

The Governor does not do proclamations, but he does do letters of support. Email Carrie Frohreich at CFrohreich@mt.gov or email citizensadvocate@mt.gov

Nebraska – Governor Dave Heineman

<http://www.governor.nebraska.gov/proclamations/proclamation.html>

Nevada – Governor Brian Sandoval

<http://gov.nv.gov/contact/proclamation/>

New Hampshire – Governor Maggie Hassan

<http://www.governor.nh.gov/citizen/index.htm>

Send a request in writing to the Governor's Office at:

Governor Maggie Hassan

State House

107 North Main Street

Concord, NH 03301

Or by [email](#)

Please send requests at least two weeks in advance and include as much information as possible.

New Jersey – Governor Chris Christie

<http://www.state.nj.us/governor/contact/>

*In the Email Topic drop-down menu, select “requesting proclamation/special letter.”

New Mexico – Governor Susana Martinez

http://governor.state.nm.us/Proclamations_1.aspx

New York – Governor Andrew M. Cuomo

<http://www.governor.ny.gov/sl2/proclamationindex>

North Carolina – Governor Pat McCrory

<http://www.governor.state.nc.us/contact/recognition-request/request-certificate-award-proclamation-or-note-please-note-all-requests>

North Dakota – Governor Jack Dalrymple

<http://governor.nd.gov/contact-us>

Ohio – Governor John R. Kasich

<http://governor.ohio.gov/ShareYourIdeas.aspx>

*In Select Issue drop-down menu, select “requesting proclamation/special letter.”

Oklahoma – Governor Mary Fallin

https://www.ok.gov/triton/modules/formbuilder/form.php?form_id=06f2c591e968592fd1c77e83874080933b60eb19edcdc602986eae9c12d826cb

Oregon – Governor John Kitzhaber

http://cms.oregon.gov/gov/Pages/proclamation_guidelines.aspx

Pennsylvania – Governor Tom Corbett

<http://www.portal.state.pa.us/portal/server.pt?open=514&objID=1072219&parentname=ObjMgr&parentid=11&mode=2>

Requests must be submitted in writing and should include detailed information about the type of greeting you are requesting, the date you will need to receive it, contact information and a mailing address to send the final document.

Requests can be submitted via email to governor@state.pa.us, via fax to 717-772-8284, or via mail to the Governor's Correspondence Office, 508-E Main Capitol Building, Harrisburg, PA 17120. Contact the Governor's Correspondence Office at 717-787-5825 if you have additional questions about your request.

Rhode Island – Governor Lincoln D. Chafee

<http://www.governor.ri.gov/faq/#6>

South Carolina – Governor Nikki R. Haley

<http://governor.sc.gov/EXECUTIVEOFFICE/Pages/Proclamations.aspx>

South Dakota – Governor Dennis Daugaard

<http://sd.gov/governor/contact.aspx>

Tennessee – Governor Bill Haslam

<http://www.tn.gov/governor/proclamation.shtml>

Texas – Governor Rick Perry

1. Go to <http://governor.state.tx.us/contact/>
2. Click “I need assistance” and select.
3. Complete required fields. Under issue click “Ceremonial item request.”
4. Include request and draft proclamation in comment box.

Utah – Governor Gary R. Herbert

<http://www.utah.gov/governor/declarations/>

Vermont – Governor Peter Shumlin

<http://governor.vermont.gov/contact-us/proclamation>

Virginia – Governor Terry McAuliffe

<https://governor.virginia.gov/constituent-services/proclamations/>

Washington – Governor Jay Inslee

<http://www.governor.wa.gov/contact/requests.aspx>

Wisconsin – Governor Scott Walker

<http://walker.wi.gov/contact/proclamations-department>

<http://walker.wi.gov/contact/proclamation-department/proclamation>

Wyoming – Governor Matt Mead

<http://governor.wy.gov/SiteCollectionDocuments/Proclamation%20Policy.pdf>



YOUTH ART MONTH ENDORSEMENT

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- Art education develops students' creative problem-solving and critical thinking abilities;
- Art education teaches sensitivity to beauty, order, and other expressive qualities;
- Art education gives students a deeper understanding of multicultural values and beliefs;
- Art education reinforces and brings to life what students learn in other subjects;
- Art education interrelates student learning in art production, art history, art criticism and aesthetics and

Whereas our national leaders have acknowledged the necessity of including arts experiences in all students' education,

AND WHEREAS MARCH is officially recognized as YOUTH ART MONTH, I endorse the observance of Youth Art Month and encourage the support of quality school art programs for children and youth.

SIGNED _____
POSITION _____
DATE _____





Youth Art Month – How to Submit A Press Release

1. Identify your method – fax, email, etc.

- Check the web site of your local paper for information on submitting news. Editors may have a preference – find out what’s standard for your paper. A quick call to the main telephone number may help.

2. Identify your editor.

- Check the staff roster of the paper. The size of the paper may help determine whether there is a specific editor for art/education related news.

3. Write and send your press release.

- Use the template below as a starting point for your press release. Cut and paste it into your fax template or the body of your email, making changes as needed. Note “FOR IMMEDIATE RELEASE” and “###” – these are essential parts of any press release and should be included in your transmission.

(Use this format as a guide, revising text and updating items underlined, to complete your own press release)

FOR IMMEDIATE RELEASE

Contact: Your Name

Address: Your Address

Email: Your Email

Creative works from state art students in grades K through 12 will be on display location. This multi- media exhibit, sponsored by state education association, highlights Youth Art Month, a national celebration sponsored by Council for Art Education. The annual celebration, which typically takes place in March, emphasizes the value of art education for all children and encourages support for quality art programs in state schools.

Guest speakers for the event include list speakers and their titles.

The Youth Art Month Exhibit will be on display and open to the public weekdays dates and hours. Admission is free.

Students from number and names of schools, under the direction of art teacher names and schools are participating in this year’s Youth Art Month exhibit.

The young artists with work on display are:

Name, Grade, School, Town

(End)

For more information, please visit website address

###

Questions? Contact name and email address