

# FLORIDA DEPARTMENT OF EDUCATION



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November 26, 2008

## MEMORANDUM

**TO:** District School Superintendents  
K-12 Principals

**FROM:** Evan B. Lefsky, Ph.D.  
Executive Director, Just Read, Florida!

**SUBJECT:** "Celebrate Literacy Week, Florida!" Public Service Announcement (PSA) Contest

The Just Read, Florida! Office in the Department of Education (DOE), in partnership with other DOE offices and numerous other state organizations and agencies, is planning a statewide "Celebrate Literacy Week, Florida!" event, scheduled for the week of January 12-16, 2009. Mark your calendars now for this important week of events!

The goals of "Celebrate Literacy Week, Florida!" are to promote literacy throughout the state by raising awareness of the programs and projects offered by the DOE and its partner agencies and organizations, and most of all, to promote the enjoyment of reading for children and adults of all ages. Education Commissioner Eric Smith will also be hosting a "What's Working in Reading" event on January 14, 2009, which will be webcast on January 15, 2009.

As a part of the week's events and activities, there will also be a statewide contest asking students to create a 26 second public service announcement (PSA) that celebrates and promotes the importance of literacy in the state of Florida. Students in elementary, middle and high schools in all school districts are invited to participate in the PSA contest. Only one team from each school may enter. Each school's PSA must be mailed to the Just Read, Florida! Office and postmarked no later than **Friday, December 19, 2008**, to be eligible for the contest. First, second and third place winners will be chosen for each of the elementary, middle and high school level entries that are submitted. Each first place winning school will be awarded a \$1,000 gift card, each second place school will be awarded a \$500 gift card and each third place school will be awarded a \$250 gift card. Winners will be notified during the first week of January 2009.

DR. EVAN B. LEFSKY

EXECUTIVE DIRECTOR, JUST READ, FLORIDA!

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For more information on the contest, a complete list of contest rules, deadlines and the list of prizes, please visit the Just Read, Florida! website at <http://www.justreadflorida.com/> and go to the “Celebrate Literacy Week, Florida!” link. This website will also include information about the “What’s Working in Reading” webcast and exciting daily suggestions for promoting literacy within every school and school district in the state.

We look forward to your participation in this literacy event. Thank you for your commitment to making literacy the highest priority every day in your district and schools!

EBL/jmj