

# READERS MAKE LEADERS

## Readers Make Leaders Online Sample Run of Show

To celebrate the importance of reading and encourage candidates to talk about how to address the child care crisis created by the fallout from COVID-19, Save the Children Action Network volunteers and staff are hosting Readers Make Leaders events online. These family-centered virtual events will include the reading of two books that focus on children as leaders, in addition to crafts and activities for children.

We will also engage parents in the vital work of calling on candidates and elected officials to prioritize addressing the new child care needs created by the coronavirus crisis, including the potential of many child care providers having to close their doors for good. We'll invite parents to get involved by asking them to sign an online petition to presidential candidates urging them to prioritize rebuilding the child care industry as parents return to work.

This sample run of show provides guidance about executing the event and talking points for the MC, as well. Please adjust this run of show as needed for your event.

### Roles

- **Master of ceremonies (MC):** manages the program, including welcoming attendees, introducing Save the Children Action Network, introducing the featured reader(s), help engage attendees throughout with polls and games during the event and encouraging parents to take action.
- **Featured reader(s):** person or people who will read the selected books to attendees. The featured readers should practice reading the books ahead of time and how they will show children pictures during their read.
- **Zoom feature administrator:** To prevent people will ill intent from sharing inappropriate content during our Readers Make Leaders events, we have locked down the chat box in our Zoom meeting so that only certain people can see the comments. It will be critical to identify someone who can manage questions that come in and also share content, like our presidential petition. If your event will use the poll feature, this person can also launch the poll to attendees.
- **Media liaison:** while these events are not in person, media are likely to be interested in covering it, especially if you have a local celebrity reading. The media liaison answers media questions and connects the media to the featured reader.

### Sample Run of Show

- 11:45 a.m.: MC, Zoom feature administrator and featured readers arrive and test volume, functionality, etc.
- 12: 00 p.m.: MC welcomes attendees and starts the program. Keep your opening remarks to no more than 5 minutes. Remember, children tend to get bored quickly if there is too much “grownup” talk.

- Thank you for joining us this morning for our Readers Make Leaders event online!
- We're excited to welcome our featured reader [NAME] to read some terrific books this today. But before we get started I want to tell you a bit about Save the Children Action Network – or SCAN.
- SCAN is the political voice for kids. We speak out for children here at home and around the world.
- Here at home, we are focused on expanding access to early learning programs, like preschool and child care. Are any of the kids in preschool or attend child care or Head Start? Raise your hands! Great!
- We want to help more kids have access to high-quality preschool, child care and other early learning programs.
- One thing parents can do to help is to urge presidential candidates from both parties to address how to help child care providers who are struggling with the impact of the coronavirus. Early educators are sharing how challenging it will be to reopen when parents are heading back to work so this is an urgent need. Please take a minute to add your name to our petition. We will place a link in the chat box now.

[Add the link to the petition – <https://savethechildrenactionnetwork.org/actions/urge-presidential-candidates-to-commit-to-prioritize-rebuilding-the-child-care-industry/> – in the chat box.]

- Now I am going to turn it over to [NAME] to read a couple of books to you. [ADD ANY RELEVANT INFORMATION ABOUT THE SPEAKER AND BOOK.]

12:05 p.m.: Featured reader reads the first book.

12:15 p.m.: Now we want to get to know our audience a little better. We are going to share some poll questions for the kids to answer. Parents, please talk with your child and ask for their response. [SHARE THE RESPONSES]

12:20 p.m.: Now I would like to tell you a little bit more about why we are focused on reading today.

- Right now, too many kids are reading below grade level. More than 60% of fourth graders are reading below grade level. They are more than four times more likely to not graduate high school.
- At the same time, 60% of U.S. children living in poverty don't have a children's book in their home.
- Reading to children when they are babies and throughout the early years increases their familiarity with books and language. Expanding access to books and language will help address the literary crisis. Parents, together with high-quality early childhood education, can help improve kindergarten readiness and set kids a path to be strong readers.
- Now we will continue to celebrate the importance of reading by sharing another great book with you. Our next book will be read by [NAME].



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12:25 p.m.: Read second book.

12:35 p.m.: Online scavenger hunt and calls to action:

- Thank you so much [NAME] for reading to us today! Let's give [NAME] a round of applause.
- We have one more fun game to play with the kids today before we sign off. It's an online scavenger hunt! I am going to say the name of an item you have in your house. Run and get it and then show us on the screen. Ready?
- Your first item is a spoon.  
[While kids are finding a spoon you can interact with the parents.]
- While the kids are finding their spoon, if you haven't signed our petition to presidential candidates, please do so. We'll drop the link in the chat box now.  
[<https://savethechildrenactionnetwork.org/actions/urge-presidential-candidates-to-commit-to-prioritize-rebuilding-the-child-care-industry/>]
- [Kids start showing you their spoons.] Awesome work! Now, for your second item, go find a stuffed animal.  
[While you wait for kids to show you their stuffed animals, share the next call to action.]
- While we wait to see all of the awesome blankets kids are grabbing, I want to tell you about a way you can also help our sister organization, Save the Children. Save the Children works across rural America, providing early learning opportunities through our home visiting programs, Early Head Start and Head Start programs. Their school-age programs provide supplemental support to struggling readers.
- You can help support Save the Children's vital work by participating in their Read a Story, Change Their Story campaign. It's simple: read to your kids and then log your minutes online. Save the Children receives donations from corporate sponsors for every minute you log.
- All resources raised goes to support Save the Children's programs here in the U.S., particularly in low-income rural communities.
- Text READERS to 52886 to receive the link to log your minutes. We'll add the information in the chat box now.
- Now, the third item I want you to find is a blanket. [Wait for kids to return with their blankets.]

12:45 p.m.: Program close: Thank you so much to our featured readers [NAMES] for reading to us today! And thank you to the families who joined us this afternoon! We hope you had fun and will be in touch soon with more ways you can get involved.



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