

Attn: Student Council



**Student
pledge
Against
Gun
Violence**

EVENT PLANNING MATERIALS

Student Pledge Against Gun Violence

Event Planning Materials

Enclosed are:

Press

- ★ Draft news advisory if you would like to invite your local media to attend your Pledge event.
- ★ Draft press release that you can send to your local media following your Pledge event.
- ★ Basic tips on dealing with the media.

Events

- ★ Event promoting ideas.
- ★ Ideas for planning your Pledge events.
- ★ Teaming up with an elementary school.

Student Pledge T-Shirts

- ★ Information on how you can order Student Pledge t-shirts for your school.
 - ☆ Your school can purchase the shirts to give to all students or just a few to give out as prizes.
 - ☆ Your school can purchase the shirts and your student council can sell them as a fund raiser.

Other

- ★ Pledges.
- ★ Student Pledge logos.
- ★ How to report your school's numbers.

Student Pledge Against Gun Violence

Background Information

What Is The Student Pledge Against Gun Violence?

October 17, 2000 is the national kick-off for this year's Student Pledge Against Gun Violence. This initiative, founded several years ago by Mary Lewis Grow of Northfield, Minnesota, has grown into a major national event.

The initiative provides students the opportunity to come together each fall to publicly denounce gun violence by signing a pledge that they will (1) never carry a gun to school; (2) never resolve a dispute with a gun; and (3) always use their influence to keep friends from resolving disputes with guns.

By giving students a common pledge and the choice to sign it in the company of their peers, while knowing that students across the country are doing the same, we help young people realize their collective ability to reverse the violence that has affected too many young people over the years.

This initiative is supported by the American Federation of Teachers, the American Association of School Administrators, the American Medical Association, the National Council of Churches, the United States Congress and the President of the United States.

The National Day of Concern is October 17, 2000, but Student Pledge events will take place across the country throughout the fall. Even if October 17th doesn't fit into your school calendar, you can host a Student Pledge event at any time.

For more information about the Student Pledge, visit

www.pledge.org

Student Pledge Against Gun Violence

Pre-Event Promoting Ideas

Information Booths

- ★ Have a booth at Homecoming events, in the school lunch room or other locations where students gather that offers information about the Student Pledge Against Gun Violence. Provide copies of pledges for those who are unable to attend the event, hand out bookmarks, sell t-shirts etc.

Black and White Day

- ★ Have a Black and White Day when teachers, student council members and/or others wear the Pledge t-shirt or black and white to school to promote the event.

Pledge Posters

- ★ Hang posters with the Student Pledge logo around the school. Ask area businesses and others if you can post a Student Pledge poster in their window.

School Newspaper

- ★ Print Student Pledge logos in newspaper and advertise the Student Pledge event.
- ★ Write a news story about the Student Pledge event.

Student Pledge Against Gun Violence

Student Pledge Event

T-shirts

- ★ Give to those who take the pledge.
- ★ Give a few out as door prizes.
- ★ Sell t-shirts as a fund raiser.

Black and White Ribbons

- ★ Hand out black and white ribbons to those who take the pledge.

Festive Atmosphere

- ★ Have the cheerleaders/school mascot.
- ★ Hang black and white balloons and streamers.
- ★ Play some music.
- ★ Have a light show.

Speakers

- ★ School principal, student council president or other council members, student council advisor.
- ★ Local person who has been the victim of gun violence who would like to come and share his/her story. (Remember, if they are under age 18 you will need parental permission.)
- ★ Local doctor who can come in and talk about what a bullet really does to a body.

Student Pledge Logo

- ★ Enclosed are Student Pledge logos. Think about using them as bookmarks, posters, t-shirts, folders and/or stickers.

Student Pledge Against Gun Violence

Reporting Your Pledges

It's very important that you report the number of students in your school that take the Pledge.

- ★ Reporting is easy: you can e-mail your results to

www.pledge.org

- ★ Please include your school's name, address, telephone number, the total number of students who took the pledge and a contact person. Any comments or suggestions you have for next year's event are always welcome.

Teaming Up With An Elementary School

- ★ High school students are not the only ones that experience peer pressure to use firearms inappropriately. Many elementary school students are also exposed to gun violence in their homes and on the street. There is a special Student Pledge that elementary school students can take. Think about teaming up with an elementary school in your area and help those kids be gun safe.
- ★ Perhaps you can plan a Student Pledge event for the elementary school. Or, maybe you can sponsor an elementary school Student Pledge poster and/or essay contest.
- ★ Don't forget to report the number of pledges.

Student Pledge Against Gun Violence

Media

Why Media?

So why promote your Student Pledge event? Well, it informs your community that students in your area are concerned about gun safety, it encourages others to become more involved and it increases the awareness of your efforts.

Also, you need to consider that students in the audience during the Student Pledge will be photographed. Typically, when someone is under the age of 18, a parent or guardian must sign a permission slip before they can be photographed. Talk with your student council advisor and/or school principal about whether or not you would like to invite the media to your Student Pledge event.

Or, you may wish to prepare a media kit that you send out to your local media after the event in lieu of inviting the media to the event itself. In this case you could write a news story about the event and send photographs (with the appropriate parental permission slips signed).

News Advisories

The purpose of a news advisory is to alert the media and invite them to attend and report on an upcoming event. It is not a news release. An advisory should cover the essentials of an event, covering the basic who, what, where, when and how questions. News advisories need not be more than one page.

- ★ Use letter size paper.
- ★ List the name and telephone number of a contact person.
- ★ Send the advisory to your local paper's community section.
- ★ Send the advisory about one week prior to the event.

Student Pledge Against Gun Violence

(SCHOOL LOGO/MASCOT)

NEWS ADVISORY

DATE

Contact: (name)
(telephone)

(your school's name) Students to Take Pledge Against Gun Violence

WHAT: On (date) students at (your school's name) will take a pledge against gun violence. The pledge is part of this year's Student Pledge Against Gun Violence in which millions of kids nationwide are expected to participate.

Standing with their peers, the kids will pledge to never carry a gun to school, never resolve a dispute with a firearm and always use their influence with friends to keep them from resolving disputes with guns.

WHERE: (your school's name)
(school address)

WHEN: (date and time of event)

Student Pledge Against Gun Violence

News Releases

Writing Releases

Good news releases must answer the who, what, where, when, why and how questions and do so in the first one to two paragraphs.

A news release need not be long, technical or contain million dollar words to get used. The more concise, factual and clear your release is, the better the chance of it being used.

News releases are written in a style known as the “inverted pyramid.” With this style, the most important information goes at the beginning of the release. This enables a reporter to glance quickly at the news release and get the facts in the first sentence or two. This is also how stories are written in the newspapers, so it ultimately organizes the information in the most useful manner for the reporter.

Written Format

- ★ Determine the four or five most important elements you want to say about the subject. Then rank them in the order of importance. Arrange the paragraphs to reflect the priorities you have established.
- ★ If you wish to reference specific data or statistics, provide the source of information so the reporter can cite the reference.
- ★ Tailor your release to the specific outlet. If you are sending the release to your community newspaper, focus on the community angle.

Layout

- ★ Use letter size paper.
- ★ Provide a contact name and telephone number for follow up questions.
- ★ News releases should always be typed and double spaced.
- ★ If your release goes beyond one page a “more” should appear on the bottom of a continuing text page. On the upper left corner of the second page, use one or two words to identify your release, so if pages get separated they can be identified.
- ★ If you must continue onto a second page, try not to break paragraphs or sentences. In addition, don't separate words with hyphens, put an entire word on one line.
- ★ A “###” or “end” denotes the end of a news release.
- ★ Send the news release immediately following the event.

Student Pledge Against Gun Violence

(SCHOOL LOGO/MASCOT)

PRESS RELEASE

DATE

Contact: (name)

(telephone number)

(Your Home Town) - Today over (number of students) at (your school's name) took a pledge against gun violence.

Standing with their peers, the kids pledged that they will never carry a gun to school, never resolve a dispute with a firearm and always use their influence with friends to keep them from resolving disputes with guns.

(add a quote from your student council president/school principal/teacher advisor)

(Your school's name) is part of the national Student Pledge Against Gun Violence that is occurring at high schools nationwide as millions of kids take the pledge against gun violence. Last year an estimated 2,000,000 kids across the country took the pledge.

The national Student Pledge initiative was founded several years ago by Mary Lewis Grow of Northfield, MN.

The Student Pledge is supported by the American Federation of Teachers, the American Association of School Administrators, the American Medical Association, the National Council of Churches, the United States Congress and the President of the United States.

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Additional Contacts:

- ★ Mary Lewis Grow, National Coordinator of the Student Pledge (507) 645-5378
- ★ The Student Pledge web site at: www.pledge.org.

Student Pledge Against Gun Violence



PLEDGE



Artwork
Student Pledge Against Gun Violence


Pledge Logo

Student Pledge Against Gun Violence



Bookmarks

Student Pledge Against Gun Violence




I will never bring a gun to school;

I will never use a gun to settle a dispute;

I will use my influence with my friends to keep them from using guns to settle disputes.

Student Pledge Against Gun Violence




I will never bring a gun to school;

I will never use a gun to settle a dispute;

I will use my influence with my friends to keep them from using guns to settle disputes.

Student Pledge Against Gun Violence




I will never bring a gun to school;

I will never use a gun to settle a dispute;

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Student Pledge Against Gun Violence



I will never bring a gun to school;

I will never use a gun to settle a dispute;

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Student Pledge Against Gun Violence

STUDENT PLEDGE AGAINST GUN VIOLENCE

I will never bring a gun to school;

**I will never use a gun to
settle a dispute;**

**I will use my influence with my
friends to keep them from using
guns to settle disputes.**



Student Pledge
Middle School/High School



I will never bring a gun to school;

I will never use a gun to settle a dispute;

I will use my influence with my friends to keep them from
using guns to settle disputes.

My individual choices and actions, when multiplied by those
of young people throughout the country will make a
difference. Together, by honoring this pledge, we can
reverse the violence and grow up in safety.

Student name: _____

Grade Level: _____

School Name: _____

School Address: _____

Signature: _____ Date: _____



If I see a gun, I won't touch it.

I will remember that any gun I see might be loaded.

I know how important it is to keep myself safe.

Student name: _____

Grade Level: _____

School Name: _____

School Address: _____

Date: _____