

Scottish Book Trust presents:

Meet Our Authors: Michael Rosen

A digital resource of first-class online content featuring the world's best children's authors, accessible to children and young people nationwide

Tips for schools on involving the wider community in the Meet Our Authors programme

On these pages you will find:

- **Template letter to parents/carers to inform them about the event, and to invite them to view it, if you would like to do this**
- **Template letter to key community figures to inform them about the event, and to invite them to view it, if you would like to do this**
- **Tips on involving your local public library**
- **Template press release to local media if you would like to publicise your school's involvement in this event**
- **Further websites where you can promote your school's involvement**

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Template letter to parents/carers

Please use this letter as a template to inform parents about the event, invite them to attend the live broadcast and direct them to the website where they will be able to view the broadcast after the live transmission.

[Date]

Dear Parent or Guardian

Unique opportunity for your child to see first-class children's author – no ticket costs or travel involved!

We're really pleased to let you know that your child is taking part in a virtual event with bestselling children's writer **Michael Rosen**. Cutting-edge internet streaming technology will beam Michael live into our classrooms, giving your child a rare opportunity to see a world-class author and performer, guaranteed to excite them about books and reading. Your child will be part of a 'virtual' audience of at least 60,000 children and young people from every area in Scotland attending the event. This opportunity comes at no cost to you or the school – as it is a virtual event no ticket or travel costs are involved.

This event is part of Scottish Book Trust's virtual events programme, funded by the National Lottery through Scottish Arts Council's Inspiring Communities fund. The programme will reach an audience of 500,000 children and young people in every area of Scotland over a 2-year period.

We would be delighted if you want to come to the event, which will take place on Thursday 4th March 2009 at 10.30am/2pm [delete as appropriate]. Please contact [name and contact details] if you plan to attend.

If you are unable to attend you can watch the recording of the broadcast approximately 24 hours after live transmission at www.facebook.com/meetourauthors . Please also visit this website for more information about **Michael Rosen**.

For more information, don't hesitate to ask your child's class teacher about the event.

Yours sincerely

[School name]

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Template letter to key community figures

Please use this letter as a template to inform key community figures you may want to involve or inform about your school's participation in the virtual events programme.

[Date]

Dear [local MSP/councillor/brownie or scout leader/religious leader]

Unique opportunity for you to help bring books and reading to the heart of our community

We're really pleased to let you know that our school is taking part in a virtual event with bestselling children's writer **Michael Rosen**. Cutting-edge internet streaming technology will beam Michael live into our classrooms, giving our pupils a rare opportunity to see a world-class author and performer, guaranteed to excite them about books and reading. Our pupils will be part of a 'virtual' audience of at least 60,000 children and young people from every area in Scotland attending the event. This opportunity comes at no cost to the school – as it is a virtual event no ticket or travel costs are involved.

This event is part of Scottish Book Trust's virtual events programme, funded by the National Lottery through Scottish Arts Council's Inspiring Communities fund. The programme will reach an audience of 500,000 children and young people in every area of Scotland over a 2-year period.

We would be delighted if you want to come to the event to show your support for this initiative, bringing books and reading to the heart of our community.

Author: Michael Rosen

Date: 4th March 2009 (World Book Day)

Time: 10.30am/2pm [delete as appropriate]

Please contact [name and contact details] if you plan to attend.

If you are unable to attend you can watch the recording of the broadcast approximately 24 hours after live transmission at www.facebook.com/meetourauthors . Please also visit this website for more information about **Michael Rosen**.

Yours sincerely

[School name]

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Tips on involving your local public library

Your local library could be of great help to you for this event. For example:

- They could help you out with books – ask them if they already have the featured author's books in stock, and if not if they are able to get some in
- They can help you encourage parents to access the event – check with them if parents who don't have computers/internet access at home may come into the library to watch the event on a computer
- Ask if they want to involve any of their existing book groups – young or old – in the event – either by watching in the public library or coming into school to watch the event

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Template press release for local media

Please use this letter as a template to inform local media about your school's participation in the event.

Unique opportunity for [insert school name] pupils to 'virtually' meet Michael Rosen

[insert age group] pupils from [insert school name] will take part in a unique opportunity to meet bestselling author and stellar performer Michael Rosen on World Book Day 2010, 4th March 2009, at 10.30 am / 2 pm [delete as appropriate].

Cutting-edge internet streaming technology will beam Michael live into our classrooms, giving [school name] pupils a rare opportunity to see a world-class author and performer, guaranteed to excite them about books and reading. Our pupils will be part of a 'virtual' audience of at least 60,000 children and young people from every area in Scotland attending the event. This opportunity comes at no cost to the school – as it is a virtual event no ticket or travel costs are involved.

This event is part of Scottish Book Trust's virtual events programme, funded by the National Lottery through Scottish Arts Council's Inspiring Communities fund.

Scottish Friendly Assurance is a major sponsor of the overall Meet Our Authors programme.

For more information or to attend the broadcast at the school, please contact [insert contact name and contact details]

Notes to editors

Michael Rosen Michael Rosen (b. 1946) says he became a children's poet by accident - "I thought I was being an ironic adult poet but children's literature 'claimed' me". He has since become a very well-known poet, for adults as well as children, and also writes plays; he has worked in television and radio too, in programmes from Home Truths to Playschool. He is a winner of the Eleanor Farjeon Award for Children's Literature and the National Literacy WOW Award, has received an honorary doctorate from the Open University, and has been involved in one way or another with more than a hundred books. He was Children's Laureate from 2007 to 2009.

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The programme consists of:

- Children's author events broadcast live over the internet, in conjunction with the BBC
- Digital resource of quality content about children's authors – Facebook and YouTube campaigns featuring exclusive clips of children's authors, including those featured in the Scottish Friendly Children's Book Tour, in conjunction with Scottish Friendly Assurance



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- Competitions for parents to win exclusive prizes related to the work of the UK's finest children's authors, in conjunction with Scottish Friendly Assurance

For information about the national programme contact Scottish Book Trust's press officer, Olivier Joly, olivier.joly@scottishbooktrust.com or on 0131 524 0160.



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Community websites

You can also publicise your school's involvement in the event on your local council website and/or your local community website which will be listed at <http://www.scottish-communities.net/table.asp>