

Afterschool Advocate

A media outreach newsletter published by the Afterschool Alliance

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LIGHTS ON AFTERSCHOOL!

Lights On Afterschool! is less than a week away and thousands of programs across the country have signed up on the Afterschool Alliance web site (www.afterschoolalliance.org) to participate in this year's rally for afterschool programs on October 9th.

Lights On Afterschool! is a national day of activity organized by the Afterschool Alliance to celebrate the benefits of afterschool programs while highlighting the resources needed to keep the lights on and the doors open at these vital programs. The JCPenney Afterschool Fund is National Presenting Sponsor. The Charles Stewart Mott Foundation, Ewing Marion Kauffman Foundation and Open Society Institute are providing additional support. Actor and children's advocate Arnold Schwarzenegger is National Chair of *Lights On Afterschool!* for the third consecutive year.

This year, for the first time, *Lights On Afterschool!* will include a national webcast broadcast from the Kidz Online studio in Herndon, Virginia on Thursday, October 9 at 6 PM eastern time. The format is a quiz show where student audience members compete to win prizes; web viewers from any location can also send in questions and answers. Event hosts include the Alliance, Kidz Online and The JCPenney Afterschool Fund, along with the U.S. Department of Education. Invited speakers include U.S. Secretary of Education Rod Paige. Check the Alliance website, www.afterschoolalliance.org, for information about participating remotely. For

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AFTERSCHOOL AMBASSADORS SELECTED FROM 20 STATES

In September, the Afterschool Alliance announced the selection of 25 local leaders from around the nation as Afterschool Ambassadors for the 2003-2004 school year. Each Ambassador runs, directs or provides ongoing support to a local afterschool program, and each will serve a one-year term working to build grassroots support for afterschool. Ambassadors are associated with programs that serve several hundred to tens of thousands of students.

"Our Afterschool Ambassadors work every day to increase opportunities for children and youth," said Afterschool Alliance Executive Director Judy Y. Samelson. "They spread the word about the enormous benefits that afterschool programs provide – helping kids learn, keeping them safe, and helping working parents. And they help remind lawmakers and the public that children, families and communities suffer when there are not enough afterschool programs to meet the need. Throughout our nation, afterschool programs are helping children succeed in school and in life, thanks to these Ambassadors and other afterschool leaders. We are very proud to have these talented men and women join our team."

Afterschool Ambassadors serve one-year terms organizing public events, communicating with policy makers and building community support for afterschool. The JCPenney Afterschool Fund is contributing \$1,000 to each Ambassador's afterschool program, and sponsoring the

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more information about Kidz Online, visit www.kidzonline.org.

Lights On Afterschool! events range in size and format, from an informal open house to a citywide rally for afterschool programs. Below is a glimpse at a few of the many exciting events taking place around the country.

Los Angeles, California

To kick off *Lights On Afterschool!*, Los Angeles Unified School District's (LAUSD's) Beyond the Bell will host a community rally for approximately 4,200 students at Birmingham High School on Sunday, October 5. Guest speakers include Arnold Schwarzenegger, LAUSD Associate Superintendent John Liechty, Afterschool Alliance Executive Director Judy Y. Samelson and JCPenney Afterschool Fund Vice President Ed Solczak. Guests will participate in more than 20 activity areas created by local afterschool programs.

Columbus, Ohio

COSI (Center of Science and Industry) in Columbus will open its doors to nearly 2,000 students and adults for a fun-filled afternoon. More than a hundred organizations are sponsoring the event, including Arnold's All-Stars and Communities in Schools. Mayor Michael Coleman and former Ohio State University football star Demetrius Stanley will speak. Information booths will highlight local program activities and guests will be able to tour the entire center. Step teams and other performing artists will entertain guests, as will the mascots from the local sports teams. There are at least 40 other *Lights On Afterschool!* events planned in Columbus.

Elk City, Idaho

In Elk City, Idaho, the REACH Club will host a Harry Potter Bowl from 6:30 PM to 9 PM at its school gym. Students will participate in a Harry Potter quiz show to win

memorabilia from one of the many Potter books. Adults will also read portions of the books to students, who will also view the two Harry Potter movies. Students will be encouraged to dress up as their favorite Potter character.

Indianapolis, Indiana

The Afterschool Coalition of Indianapolis will host a *Lights On Afterschool!* event at the Indianapolis City Market. The coalition is comprised of the mayor's office, the Indianapolis Public Schools' Bridges to Success, the United Way of Central Indiana and local Indianapolis JCPenney stores. Approximately 200 local afterschool programs have been invited to participate. There will be youth performances from local afterschool students and information booths set up throughout the city market that will provide information about afterschool programs.

Phoenix, Arizona

The Arizona Science Center will host a *Lights On Afterschool!* celebration for local afterschool students. Participating organizations include Arizona IMPACT, Boys & Girls Club, YMCA, Girls Scouts, Boys Scouts and Campfire. Guests will be able to tour the facilities and participate in the many hands-on activities offered by the center. Both Governor Janet Napolitano and Phoenix Mayor Skip Rimsza are issuing *Lights On Afterschool!* proclamations.

San Antonio, Texas

The San Antonio School-Age Youth Alliance will host a *Lights On Afterschool!* event on October 8th at Leal Middle School in San Antonio. Leal is a 21st CCLC site with Junior Achievement involvement and a YMCA next door. They will hold a press conference at the YMCA and then tour the school. Invitations on cookies in the shape of a light bulb were delivered to local officials, including the mayor, juvenile judges and the

superintendent. The event will be in both English and Spanish.

San Diego, California

In San Diego, more than 200 area schools have been invited to participate in a week-long rally for afterschool programs. On October 9, San Diego's "6 to 6" Extended School Day Program will host a press conference at Ericson Elementary School. Speakers include Councilmember Brian Maienschein and Assemblymember Christine Kehoe. There will be student performances and activities. Other events taking place throughout the week include the 4th Annual South Bay Leadership Symposium, "Community Solutions: Achieving Equity in Uncertain Times," on October 4; a viewing and discussion of *Bowling for Columbine* for before and afterschool staff at the San Diego County Office of Education on October 6; and "Touching Minds, Shaping Futures VIII," a free afterschool and school age care training on October 11.

HAVE YOU REGISTERED YOUR LIGHTS ON AFTERSCHOOL! EVENT?

Be sure to register your *Lights On Afterschool!* event on the Alliance web site (www.afterschoolalliance.org) so that community members know you are hosting a local event. The Alliance web site also includes sample media materials and flyers to help publicize your event. Questions? Call the Afterschool Alliance's toll-free number at 1/877-759-9733, or by sending an email to lightsonafterschool@radiantstrategies.com.



Afterschool Ambassadors Continued From Page One...

Ambassador-related activities throughout the year.

"The Afterschool Ambassadors do an extraordinary job of building support from

lawmakers and the public for quality afterschool programs," said Ed Solczak, Vice President of the JCPenney Afterschool Fund. "Afterschool programs help children flourish while keeping them safe after the school day ends. JCPenney and the JCPenney Afterschool Fund are deeply committed to afterschool programs. They make good sense for our children, their parents and their communities."

Seven of the 2002-2003 Ambassadors were chosen to continue as Ambassadors in the new school year. The 2003-2004 Afterschool Ambassadors are:

Fairbanks, Alaska: Julie Wild-Curry, Community After School Program Director. Wild-Curry is Director of five Alaska Community Learning Center sites and 13 self-supporting afterschool sites. Programs provide tutoring, academic assistance, mentoring, enrichment, recreation, and family and cultural activities with a focus on helping students who are most in need of academic assistance.

Maricopa, Arizona: Julie Jimenez, Director, Maricopa 21st Century Community Learning Center Programs. Jimenez administers three school sites on Maricopa school district campuses. Afterschool programs at these sites serve 1,000 elementary and secondary students, giving children in this small rural community opportunities for academic advancement as well as social and cultural enrichment.

El Centro, California: Jesus Perez, Coordinator of 21st Century P.A.C.T. (Promoting Achievement through Community Teamwork) Project. With collaboration from various community agencies, Perez helps ten elementary and two middle schools establish quality programs that serve both students and parents before school, after school, Saturdays, and during the summer. The 21st Century P.A.C.T. Project supports academic programs

that supplement the standards-based instruction of the regular classroom.

Denver, Colorado: Pamela Richard, Program Coordinator for the Department of Community Education Grant-Based After School Programs, Denver Public Schools. Richard oversees the administration and promotion of afterschool programs serving elementary and middle school students. Funding from state, federal and local agencies provide afterschool opportunities for more than 2,000 students and their families.

Clearwater/St. Petersburg, Florida: Debra Ballinger, Program Services Director, R'Club Child Care, Inc. Ballinger is responsible for the management and leadership of 42 R'Club early childhood and youth development programs serving 3,600 children daily at public and private schools throughout Pinellas and Hillsborough Counties. R'Club programs emphasize the importance of respect, responsibility, resourcefulness, and responsiveness to the needs of others.

Ft. Myers/Tallahassee, Florida: Jennifer Faber, School-Age Care Training & Technical Assistance Professional. Faber coordinates statewide training events, training more than 3,000 providers annually, and provides technical assistance for quality improvements. Her statewide efforts include working with policy makers to develop appropriate school-age care regulations, developing public awareness of school-age care policy issues, promoting increased state investments in school-age care, and disseminating information and resources.

Elgin, Illinois: Risé D. Jones, Ph.D., Executive Director of Hamilton Wings, a non-profit organization that uses the arts to promote leadership, self-development, and academic readiness skills among socially and/or economically challenged young people. Hamilton Wings is a lead partner in SCORE!, Students Creating Opera to

Reinforce Education. Jones is an evaluation researcher and an experienced leadership facilitator who has designed several experiential exercise series on topics ranging from decision-making to creativity to conflict resolution for both children and adults.

Marshalltown, Iowa: Matthew Tullis, Project Director of the Marshalltown All STARS Program. Tullis is director of eight school sites – six elementary and two middle school. He has long been an advocate of afterschool programs and is a former elementary classroom teacher and a member of the Iowa Community Education Association and the Iowa State Education Association. The Marshalltown All STARS is a community-based program offering academic and recreational programs to all students in kindergarten through eighth grade.

Baltimore, Maryland: Kacy Conley, Director of Urban Services, YMCA of Central Maryland. Conley oversees 14 YMCA Youthplace Afterschool Programs serving more than 650 elementary, middle and high school city youth. The programs are funded by the JCPenney Afterschool Fund, 21st Century Community Learning Centers grants, the YMCA Annual Support Campaign, United Way of Central Maryland, The Family League of Baltimore, Maryland Afterschool Opportunities Fund, Open Society Institute, and Baltimore Community Foundation. The programs provide a variety of academic, cultural, and recreational enrichment activities.

Detroit, Michigan: Tylitha Stewart, Project Manager in the Office of Mayor Kwame M. Kilpatrick. Stewart is assigned to Mayor's Time as well as other initiatives under Mayor Kilpatrick's Kids, Cops, Clean campaign. Mayor's Time is a comprehensive, collaborative afterschool campaign focused on improving the overall development of Detroit's youth with a goal of increasing afterschool participation in Detroit from 20

percent to 50 percent. Focusing on the hours of 3 PM to 8 PM, Mayor's Time aims to engage the community in afterschool opportunities through information, education, and collaboration.

Camdenton, Missouri: Sherry Comer, Director of Camdenton R-III School's Project PASS (Partners Assisting Student Success). Comer is director of five sites, grades kindergarten through twelve. Project PASS is an innovative community-based, academic afterschool program funded through a 21st Century Community Learning Centers grant. The program's primary goal is to provide students and their families with the skills, resources, and support necessary for success in school as well as in life. Camdenton R-III School's Project PASS collaborates with various community agencies, support groups, businesses, clubs, and community members to provide activities and classes.

Las Vegas, Nevada: Susan Bonar-Waters, Project Director of 21st Century Community Learning Center Programs for Clark County School District. These programs serve more than 3,000 individuals in 15 schools, providing out-of-school time programs that include tutoring, mentoring, enrichment, and academic activities, promoting academic, cultural, and social growth, as well as recreation and family wellness.

Pyramid Lake/Nixon, Nevada: Carolyn Harry, Higher Education Coordinator and Director of the 21st Century Community Learning Centers program. Harry is living a vision she had always hoped would happen for her Tribe. She coordinates, plans and directs two community learning centers, one for grades seven to twelve and the other for the entire community. The programs provide an afterschool program for seventh to twelfth graders where academic and enrichment activities take place, including a strong focus on cultural preservation with language and crafts.

Chichester, New Hampshire: Joe Drake, Regional Coordinator, PlusTime NH. PlusTime NH is a statewide non-profit that provides essential leadership, support, and guidance to create, expand, and enhance afterschool programs in New Hampshire communities. Drake works directly with communities and afterschool programs, providing technical assistance through trainings and direct consultations. Drake provides assistance in all aspects of afterschool programming, from needs assessments and community coalition building to sustainability.

Queens County, New York: Valerie Littleton-Cohen, Center Director of the Foster-Laurie Police Athletic League (PAL) Community Center. Cohen is building administrator for a multi-dimensional community center that provides services and assistance to community members between the ages of six and 96. Foster-Laurie's menu of services includes, but is not limited to, academic assistance after school for school-age participants, Summer Day Camp, GED and Technical Skills Training for high school non-completers, and a full range of services for senior adults. Foster-Laurie is known for its cultural enrichment in the areas of performing and visual arts.

Charlotte, North Carolina: Claire Kinnett Tate, Director of POST (Partners In Out-Of-School Time). POST works to ensure that all school-age children and youth in Mecklenburg County have access to high-quality programs, activities, and opportunities in their out-of-school time. Tate has chaired POST since it began in 1998 as a planning initiative, convened by Foundation For The Carolinas, to study the needs of children and youth in the time they spend outside of school.

Columbus, Ohio: Karen Jackson, Ohio's Out-of-School Time Project State Coordinator. Jackson oversees a statewide

training and technical assistance project that trains 7,000 program staff who serve 147,000 children annually, and provides local technical assistance through lending libraries, site visits, consultations, and telephone help lines to Ohio's afterschool programs.

Bowling Green, Ohio: Warren Fauver, Director of the Community Learning Centers of Wood County. Over the past three and a half years, Fauver developed a coordinated network of five rural afterschool and summer Community Learning Centers as a service of the Wood County Educational Service Center. This year-round program provides enrichment and extended learning opportunities for more than 400 elementary youth, along with supportive programs and events for parents and families.

Canby, Oregon: Kitty Thiel, Coordinator of Canby Community Education (CCE). Thiel maintains a self-supporting program of classes and activities for all ages of community participants. The mission of Canby Community Education is to provide life-long educational opportunities for people of all ages by using community resources.

Philadelphia, Pennsylvania: Donna Frisby-Greenwood, Executive Director of Inner-City Games Philadelphia (ICGP) since 1999. Frisby-Greenwood was personally selected by Inner-City Games Foundation (ICGF) National Chairman Arnold Schwarzenegger, who saw her speak on C-SPAN at The World Affairs Council's 50th Anniversary. As Executive Director of ICGP, Frisby-Greenwood oversees all of ICGP's programming, staffing, and development activities including the creation of new programs, the expansion of existing ones, and nurturing financial support.

Fort Worth, Texas: Sue Matkin, Director of 21st Century Community Learning Centers for the Fort Worth Independent School District. Matkin oversees eleven 21st Century sites in

Fort Worth, and serves on the board of the Tarrant County Youth Collaboration and the Tarrant County Work Advantage Youth Ad Hoc Committee. In her long career in education, Matkin has taught middle and high school, served as Director of Child Care Dallas Centers, and as Director of Texas CampFire's Work/Family Division.

San Antonio, Texas: Kate Woodward Young, statewide coordinator of the Texas Afterschool Network. As the state coordinator, Young brings communities together to build solutions for quality school-age care programs, supports organizations at the state level and brings state agencies together to discuss afterschool issues. She has seven years experience running afterschool programs for non-profit organizations in school-based environments and summer initiatives. She provides afterschool staff training across the country.

Berkeley Springs, West Virginia: Jackie Fischer-Murray, 21st Century Community Learning Centers Project Director, Morgan County Schools. The project is in its fourth year, and its last year of U.S. Department of Education funding. This small rural community with a school system of 2,500 students has united to provide safe places for all students after school, increase youth involvement in the community, and promote community involvement in schools.

Morgantown, West Virginia: Lynn Sobolov, Project Director of Monongalia County Schools' Kaleidoscope Community Learning Centers. Sobolov began implementing afterschool and summer programs four years ago after receiving a U.S. Department of Education 21st Century Community Learning Centers grant for \$1.8 million. Kaleidoscope opened at three middle school sites in 1999 and has expanded to include nine locations serving more than 1,000 students annually. Kaleidoscope offers a variety of academic enrichment and

recreation activities for area youth, including cooking, rocketry, juggling, Lego labs and other topics of interest to participants.

Racine, Wisconsin: Patricia DeLancey, Director of Community Programs/21st Century Community Learning Centers, Lighted Schoolhouse Program. DeLancey has been with the program since 2000, and currently administers its twelve elementary and three middle school sites. The program received more than \$4 million in grants at its full funding capacity for 22 sites and enrolled more than 5,100 students, with some 2,000 receiving services on a daily basis. Through extensive collaboration with the community, the program provides daily homework, math and reading tutoring, enrichment/enhancement, and recreational activities, and arts programming that support academic and social/emotional development.



SENATE APPROVES \$1 BILLION IN AFTERSCHOOL FUNDING

On September 10th, after almost two weeks of debate by the full Senate, HR 2660, a bill making appropriations for the Departments of Labor, Health and Human Services and Education, was adopted on a vote of 94 - 0. The unanimous vote surprised some experts, given widespread criticism that the bill shortchanged many education, health and labor programs including 21st Century Community Learning Centers (21st CCLC).

But Senators had little success with amendments, as anything that would add significant spending to the bill required a super majority – the support of 60 Senators. No education amendments met the 60-vote threshold.

Senator Barbara Boxer (D-CA) offered an amendment to add \$250 million to the 21st CCLC. Her amendment received 46 votes, including those of two Republicans. Five

Senators who might well have supported Senator Boxer’s amendment missed the vote for various reasons, but even their support would not have given the bill the 60 votes it needed.

“We achieved a tremendous amount this year, which began in February with the President's proposed 40 percent cut to 21st CCLC,” said Afterschool Alliance Executive Director Judy Y. Samelson. “We convinced a Republican Congress to reject the President's afterschool budget cut. We educated key members and staffers in ways that will pay dividends in the future. And now we have focused the conversation in Congress on increases for afterschool funding, rather than cuts. It is a huge accomplishment and one that positions us well for next year's budget discussions. The hard work of advocates across the country educated the Congress about the dire consequences of cutting afterschool and the impact on families, communities and, most importantly, children.”



IN THE NEWS...

California – While a majority of the state’s children are doing well, a substantial minority – mostly poor children – lag in key areas of child development: physical health, emotional and behavioral adjustment, attachment to school, and positive social involvement, finds a report released in July by the Public Policy Institute of California. *The Well-Being of California’s Children* found that one-third of children in California were not highly engaged in school and one-quarter of California’s children were not involved in any extracurricular activities in the past year. The report’s authors recommend that policy makers use public awareness campaigns in under-served communities to increase knowledge about mental health and prevention services and suggest that California consider strengthening afterschool

programs for low-income youth. For more information on the report, visit www.ppic.org.

District of Columbia – On September 5, Miss America 2003 Erika Harold and the 51 state pageant winners for this year’s Miss America contest attended the first annual Fight Crime: Invest in Kids gala to help raise \$100,000 for afterschool programs, reports the *Washington Post*.

Illinois – Children and parents alike believe that improved schools and additional afterschool programs will help reduce youth crime, finds a two-year survey of four Chicago neighborhoods, reports the *Chicago Tribune*. The Chicago Council on Urban Affairs conducted the survey of 450 youths and adults in the Grand Boulevard, Humbolt Park, Rogers Park and Garfield Park communities. The Chicago Council recently received a \$300,000 grant from the MacArthur Foundation to help create afterschool programs in the four communities surveyed. The Foundation also helped finance the survey.

New Hampshire – The Nellie Mae Foundation awarded a total of \$372,000 in grants to four New Hampshire middle schools to establish afterschool programs. PlusTime New Hampshire, a statewide nonprofit organization that provides technical and funding assistance to communities for afterschool programs, will help manage the new afterschool programs. “The [Nellie Mae] Foundation’s own research has documented the tremendous contribution that high quality afterschool programs make toward academic performance,” said Dr. Blenda Wilson, President and CEO of the Nellie Mae Education Foundation. “At a time of scarce resources, it is vital that foundations, school districts, and state governments all stay committed to afterschool programs that are

making a major difference in students’ lives.”

Tennessee – On September 6, President George W. Bush and Secretary of Education Rod Paige visited Kirkpatrick Elementary School in Nashville to highlight the progress of states and school districts in implementing the “supplemental educational services” provisions of the No Child Left Behind Act. Under the law, if a state identifies that, for two or more years, a school is not making required progress to ensure that every child is at grade level proficiency in reading and math, the low-income students attending the school must be offered the opportunity to receive “supplemental educational services.” These include tutoring, extra classes, afterschool programs and other supplemental academic services. As of early September 2003, 42 states and the District of Columbia had posted lists of supplemental service providers online. For more information about the supplemental services provisions of the No Child Left Behind Act, visit www.ed.gov/parents/academic/involve/suppservices/index.html.



 **WE WANT TO HEAR FROM YOU** 

Is there an interesting program in your area? Has a corporation or business in your community become involved in funding or establishing an afterschool program? Please share with us, and other readers, your success stories, comments and suggestions. Contact *Afterschool Advocate* editor Ridgely Benjamin with story ideas or information via email: afterschooladvocate@prsolutionsdc.com; phone: 202/371-1999; or fax: 202/371-9142.



TALKING ABOUT AFTERSCHOOL

“Teachers, families and students love the contributions that the [AmeriCorps] members make to the school and the afterschool program. Members working with music and physical education classes were able to enhance and expand the level of offerings. Members trained to work with learning-disabled students were able to provide additional one-to-one support to special education students. In general, increased presence in the school and classrooms were welcomed and appreciated by school personnel. There are stories like these from all corners of the country. Stories that demonstrate the impact of AmeriCorps and afterschool on seven or eight kids and stories that impact thousands of kids. Collectively, these stories demonstrate the value of afterschool and Americorps and how they keep kids safe, teach kids the value of service, and inspire kids to learn. Unfortunately, many of these programs are facing budget cuts. Cuts that will lead to reductions in the number of caring adults, reduced hours of service, fewer opportunities for children to participate in afterschool, and less diverse afterschool programs – cuts that leave more kids vulnerable for more hours each day after school.”

- Testimony of Jennifer Rinehart, Associate Director, Afterschool Alliance, at the Voices For AmeriCorps 100 Hours of Round the Clock Testimony, September 5, 2003

“Why don’t we just face the facts: Endorsement deals or not, most celebrities are already wealthy, and not everyone is going to grow up to play in the NBA or become a hip-hop artist, movie star or supermodel. That said, wouldn’t the endorsement money -- the icing on the cake for recipients of such deals - - be better spent on afterschool programs? I imagine that public services and other needed

resources, such as tutoring and playground equipment, would benefit endorsers’ primary target: America’s youth. I challenge the business sector to step up to the plate and begin running advertisements that say, ‘In lieu of paying celebrities, we’re spending the money on programs for kids.’ I imagine the publicity surrounding such a change would be tremendous. More importantly, it would accomplish so much good.”

- Colleen Mescall, Letter to the Editor, *USA Today*, August 28, 2003



AFTER SCHOOL SUMMIT

In June, the U.S. Department of Education hosted a two-day Summit to identify ways to improve and measure the performance of afterschool programs that have academic improvement as their core mission. The summit, sponsored by the Charles Stewart Mott Foundation, featured actor/activist Arnold Schwarzenegger and U.S. Secretary of Education Rod Paige and included numerous other Administration officials, leading researchers, afterschool providers, educators, parents, students, law enforcement officials, resource providers and others from around the nation.

The goals of the Summit were to identify: student performance indicators for successful, comprehensive afterschool programs; strategies that can be used to evaluate afterschool programs; evaluation measures for identifying student performance indicators; and program elements that maximize the likelihood of achieving desired results.

Copies of the summary report, as well as video clips from the Summit, are available on the Afterschool Alliance web site at www.afterschoolalliance.org/arnold_summit.cfm.



MARK YOUR CALENDAR

October 9, 2003

Join afterschool programs and advocates across the country for *Lights On Afterschool!* and host a rally in your community. The National Presenting Sponsor for *Lights On Afterschool! 2003* is the JCPenney Afterschool Fund. For more information or to find a local *Lights On Afterschool!* event, please visit www.afterschoolalliance.org.

October 26 – November 16

Starting October 26 (when Daylight Savings time ends), the Centers for Disease Control and Prevention (CDC) will promote *Extra Hour for Extra Action*, the latest effort in its **VERB. It's what you do** campaign. **VERB** is an innovative, integrated marketing campaign coordinated by the CDC to motivate tweens to be active and have fun trying new activities that get their bodies moving, developing new skills, and enjoying physical activity with their friends and peers. *Extra Hour for Extra Action* is a multi-week VERB initiative to help get kids moving. Promotional materials will be posted on the VERB web site, www.cdc.gov/verb. Participating programs will be eligible to win one of 20 \$500 grants for physical activity equipment.

October 27 - 28, 2003

School's Out Washington and The Oregon School Age Care, Enrichment and Recreation Project will host a two-day, multi-state conference on October 27 and 28 in Vancouver, Washington. Guest speakers include Beth Miller, author of *Critical Hours: Afterschool Programs and Educational Success*, and Paul Heckman, from the Center for Educational Renewal at the University of Washington. *The Bridge From School to Afterschool and Back: Supporting Children's Learning Across the Hours* conference is

designed for program leaders, policy makers, educators and administrators who are exploring ways for schools and afterschool programs to work together to create successful learning environments. For more information, contact Krista Galloway via email at kgallowa@schoolsoutwashington.org. Information also will be posted on the School's Out Washington web site, www.schoolsoutwashington.org.

November 3 – 6, 2003

The National Center for Community Education will host its Community Education Orientation Workshops from November 3 to 6 in Flint, Michigan. The four-day workshops provide a comprehensive overview of community education from conceptual and practical perspectives. Workshops include site visits to exemplary community education programs and resource sessions on Community Involvement, Facilitative Leadership, Maximum Use of Resources, Integration with the K-12 Day, Youth Development, Collaborative Partnerships and Adult and Family Services. For more information, please visit www.nccenet.org/the_center/workshopschedule.htm.

November 6 – 8, 2003

The California School-Age Consortium will host its National Middle School Conference in San Diego, California, from November 6 to 8. *The Ultimate Reality Show: Middle School from A New Perspective* conference is designed for professionals working with middle school youth in afterschool programs. For more information, contact pchase@calsac.org or visit www.calsac.org.

February 15 – 18, 2004

FOUNDATIONS, Inc. will host its Beyond School Hours VII conference in San Diego,

California from February 15 to 18. Through speakers, institutes, sessions and exhibitors, participants will found out about successful, content-rich, extended-day program models; network with community, school, university and government leaders; make connections with faith-based organizations; discuss No Child Left Behind and other current policies and practices that impact programming; and more. For more information, call 888-977-KIDS (5437) or visit [www.foundationsinc.org](http://wwwFOUNDATIONSINC.org).

 **February 26 – 28, 2004**

The National School-Age Care Alliance will host its 16th Annual Conference in Tampa, Florida from February 26 to 28. More than 3,000 afterschool professionals will participate in a broad array of programs, sessions and events. For more information, go to www.nsacaconference.com.



2004 PRUDENTIAL SPIRIT OF COMMUNITY AWARD

The Prudential Spirit of Community Awards recognize students in middle and high school grades who have demonstrated exemplary community service. The awards program is sponsored by Prudential in partnership with the National Association of Secondary School

Principals (NASSP). Local honorees receive a certificate of recognition from their schools or organizations. State honorees receive a \$1,000 award, an engraved silver medallion, and an all-expenses-paid trip to Washington, D.C., for national recognition events. National honorees receive an additional \$5,000 award, an engraved gold medallion, and a trophy for their school or organization. Students are encouraged to submit an application for the award by October 31. For more information on the award and application process, go to www.prudential.com/spirit or call 888/450-9961.



Receiving the *Afterschool Advocate* via email

We would prefer to send you the *Afterschool Advocate* via email so that you can receive it in a more timely manner. If you would like to receive the newsletter by email, please contact editor Ridgely Benjamin via email (afterschooladvocate@prsolutionsdc.com) or fax (202/371-9142). She will need your name, organization, phone and fax number, and email address. Thank you!



The Afterschool Alliance is a nonprofit public awareness and advocacy organization supported by a group of Public, private, and nonprofit entities dedicated to ensuring that all children and youth have access to afterschool programs by 2010. The Alliance is proud to count among its founding partners the Mott Foundation, U.S. Department of Education, JCPenney Afterschool Fund, Open Society Institute/The After-School Corporation, the Entertainment Industry Foundation and the Creative Artists Agency Foundation.

The *Afterschool Advocate* is produced for the Afterschool Alliance by PR Solutions, Inc., Washington, DC; Phone: 202/371-1999; Fax: 202/371-9142; E-mail: afterschooladvocate@prsolutionsdc.com
