

Check list for a printed Program

Remember, this document will be the most read document you publish. People will glance through it as they wait for the event to begin or to check the progress of the event or for something to do when the event drags. Carefully constructing this document is the smartest use of your time. Having a checklist for every member of your staff to use when creating such a document insures the best possible image for your school.

Every printed program should include:

- the logo and the name of the school in huge letters. Every time you print the name of the school is should be one of the largest things on the document because the size of it relates to the importance the school places on itself in the mind of the reader. Furthermore, the typeface and point size for the school name should be consistent in every printed document. This consistency provides a familiar feeling and imprints the school identity quicker than any other written device. A boldly stated school with a powerful logo helps the readers feel that their choice of schools is a good one.

- a photograph from a rehearsal or a previous similar event. A photo of happy, smiling, engaged people speaks volumes. If you can make sure the photo is representative of your ethnic blend, then the photo says "we all belong here."

- the mission statement of the school. Every chance you take to put the mission statement in the hands of the community members cements those ideas in their association with the school and adds "significance" to the institution and the community that supports it.

- the annual school motto or slogan. This phrase should be the driving force for each event and should be prominently displayed. The more you say it or the audience reads it the more power it has to move the community toward it. This event should clearly tie into this phrase in order to cement the mutual direction with the activities that take the school there.

- the theme of the event. Many events will have themes to tie them together as an activity. Decorations and speeches should tie back to the theme as the ribbons that wrap the package. If your event lacks a theme you might consider developing one.

- the start time and **end time** prominently displayed. This sets the expectation for the entire audience. They will better understand as you hurry through some items to keep them on schedule. It can make them feel like part of the team when you include them in the process of running this event in a timely manner.

- information about two things the community could be proud of this year. Information you would like circulated throughout the community. This is a great time to brag a bit about a teacher or staff member of some honor attributed to the school. This is an opportunity offer something that will help the audience feel better about their decision to send their child to your school. Call it a "did you know" or a "For Your Information" or a "We can all be proud of." It needs to be constructed in bullet form and kept short. It may or may not be related to the event at hand.

- a paragraph devoted to the WHY of the event or activity. Many believe the event or activity speaks for itself when in fact many people do not really understand the "official" or traditional reason the event is being held. A review of the WHY will put everyone "on the same page" and set a good tone for the activity.

- a short note containing the facts of this activity ie., the number of participants, the amount of time it took to get ready for it, how many of these have we had in the past. All of this information is designed to provide that sense of importance for this moment.

- explanations of the different sections of the program. In and Awards Assembly each group of awards should be briefly explained. This allows those who arrive late or have to leave early to better understand what each of the awards represents. It also allows those who cannot hear very well, for whatever reason, to stay in touch with the moment. In a performance situation, an informed audience will get more out of the performance. For instance, many conductors take the time to explain the up coming selection. If you take the time to make sure similar information is in the program, those who arrive late or who cannot hear can still get the full benefit of the performance.

- an advertisement for the next major event to which the community is invited. A carefully worded invitation placed in this program would include the "why" of the next event and the "when" and "where."

- and finally, the thank you section. Here list not only who made it happen but what they did. Thank you must be specific, public, timely and meaningful. In order to do that, you must include what those who did, did.

Special Note - If your event lasts longer than 30 minutes, find a reason for the audience to disengage, move a bit and refocus. "The mind can only absorb for as long as the bottom can tolerate," and that is about 30 minutes. There are several ways to do this. If you are in an Awards Ceremony situation, the MC simply acknowledges "those in the audience who supported these recipients in the activity that lead to this award." Having them stand will provide exercise for most of the audience. You can extend that moment by asking all the friends and family of the recipients to stand. If you are in a performance situation, put a "break" or "brief intermission" in the printed program and ask that the audience stand and stretch during that time.

Every program should include:

- 1) the logo
- 2) A photo or two
- 3) the mission statement
- 4) the annual school motto or slogan
- 5) the theme of the event
- 6) the start time and end time prominently displayed
- 7) information about two things the community could be proud of this year
- 8) a paragraph devoted to the WHY of the event or activity

- 9) a short note containing the facts of this activity
- 10) explanations of the different sections of the program
- 11) an advertisement for the next major event to which the community is invited
- 12) and finally, the thank you section

Special note: an audience break.

Every printed program should:

- 1) be printed on nice paper
- 2) be printed in a very readable font in at least 12pt type.
- 3) be available in reasonable quantities in each of your major languages (representing over 30% of your student population).
- 4) be distributed by people who care
- 5) contain the above mentioned information