

MEDIA KIT



DADS

TAKE YOUR CHILD TO
SCHOOL DAY 9.22.21

#FLDADS AT SCHOOL

@EDUCATIONFL



FLORIDA DEPARTMENT OF
EDUCATION
fldoc.org

To assist with planning for Dads Take Your Child to School Day, the following items can be found within this media kit:

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Note: We encourage each district, school and teacher to implement innovative promotion strategies and appropriate events that will lead to the most memorable and meaningful experiences possible for our students and their families.



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**CONTACT YOUR SCHOOL DISTRICT VOLUNTEER
COORDINATOR FOR MORE INFORMATION**



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WEDNESDAY, SEPTEMBER 22, 2021



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WEDNESDAY, SEPTEMBER 22, 2021



Sample Media Advisory

NAME OF ORGANIZATION

PRESS OFFICE

XXX-XXX-XXXX

Dads Take Your Child to School Day

City, Fla., September ____, 20__ – **[District Name]** will be celebrating Dads Take Your Child to School Day on Wednesday, September ____, 20__. Dads Take Your Child to School Day is a statewide initiative of the Florida Department of Education to encourage fathers and male role models to become involved in the education of their children. More than 30 years of research suggests that when fathers are actively involved in their child’s education, students perform better academically, have fewer discipline problems and become more responsible adults. Elementary schools within **[district name]** will participate in this campaign. Fathers, stepfathers, grandfathers, uncles, brothers, foster fathers and other male role models are invited to take their children to school on September ____.

[Quote from Superintendent promoting Dads Take your Child to School Day]

The Dads Take Your Child to School Day event is designed to highlight the significant role a child’s father or male role models can have in enhancing a child’s educational experience.

Public Service Announcements

The following Public Service Announcements are available for promotional use via YouTube links below.

Dads Take Your Child to School Day 9.26.18 (1:28) https://youtu.be/unmk_uo-7QQ

Dads Take Your Child to School Day 9.26.18 (:30) <https://youtu.be/NQMbYkxTpwl>

Dads Take Your Child to School Day 2019 (:58) https://www.youtube.com/watch?v=_3D3PAUpgyg

For a downloadable file, please contact the Florida Department of Education's Office of Communications to request the video format needed.

Sample Social Media Posts



Post:

Option #1:

[#DidYouKnow](#) - Research suggests when fathers are actively involved, students perform better academically, have fewer discipline problems and become more responsible adults. [#FLedu](#)
[#FLDadsatschool](#)

Option #2:

Florida's educational leaders are providing opportunities for fathers to engage more fully in their children's education and for stronger connections between fathers and schools through celebration of Dads Take Your Child to School Day. Visit <http://bit.ly/16NIAhg> for more details. [#FLedu](#)
[#FLDadsatschool](#)

Option #3:

Today [\[Tomorrow\]](#)[\[Next week\]](#) fathers, grandfathers, uncles, brothers, foster fathers and other male role models are invited to take part in the celebration of Dads Take Your Child to School Day. [#FLedu](#)
[#FLDadsatschool](#)

Option #4:

9.____ is [#FLDadsatschool](#) Fathers, grandfathers and other male role models are invited to take part in the celebration