



March 2006

Flat Stanley



Congressman Mike Conaway

Enclosures:

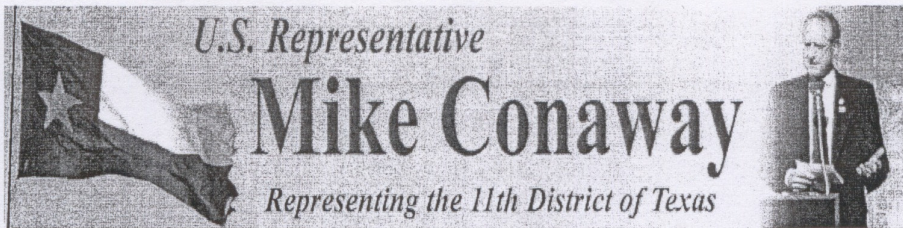
- Media Advisory released by Congressman Conaway's office
- Press photographs and articles
- Best Practices document providing additional information

Found at <http://www.gopsecretary.gov/working.shtml>:

- Flat Stanley's "My Visit to Washington, DC" book

Staff Contact:

- Jeff Burton with Congressman Conaway, 225-3605
- Alisha Perkins with Congressman Doolittle, 225-2511
- Katie Strand with Chairman Pryce, 226-9000



FOR IMMEDIATE RELEASE
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CONTACT: KEN SPAIN
(202) 225-3605

*****MEDIA ADVISORY*****

**CONGRESSMAN MIKE CONAWAY TO TALK TO
STUDENTS AT COMANCHE ELEMENTARY**

WASHINGTON, D.C. – On Friday, December 2, Congressman Mike Conaway (R-TX) will travel to Comanche with “Flat Stanley” to visit with the third grade students and their teachers at Comanche Elementary. The third graders have been reading *Flat Stanley* and sent the traveling cut-out to Washington to travel with Congressman Conaway.

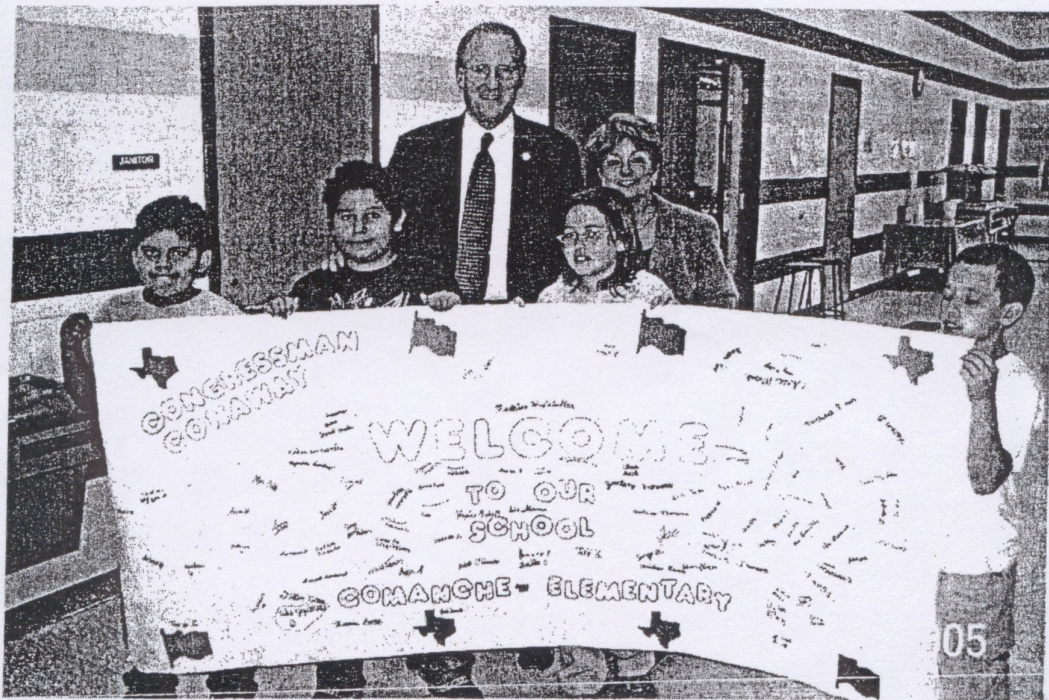
Who: Congressman Mike Conaway

What: Congressman Conaway and “Flat Stanley” at Comanche Elementary

When: Friday, December 2, 2005
10:00 – 12:00 p.m.

Where: Comanche Elementary School
200 E Highland
Comanche, TX 76442

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COMANCHE ELEMENTARY STUDENTS greet U.S. Congressman Mike Conaway and Mrs. Conaway on a recent visit to the school with a "welcome" sign. School children also sent "Flat Stanley" from their school who will travel in Congressman Conaway's pocket wherever he travels around the world. The Congressman and "Flat Stanley" will be reporting back to the Comanche school via the internet during the next year as the two companions travel together.

U.S. Congressman Conaway visits Elementary School

Comanche Elementary was delighted to have Congressman Mike Conaway and his wife, Suzanne, visit on December 2, 2005. Congressman Conaway represents the Eleventh District in the U.S. House of Representatives.

While in Comanche, he spoke to the third grade students and their teachers; he also greeted the fourth and fifth grade students and faculty.

The third grade students have been reading *Flat Stanley* by Jeff Brown and have been

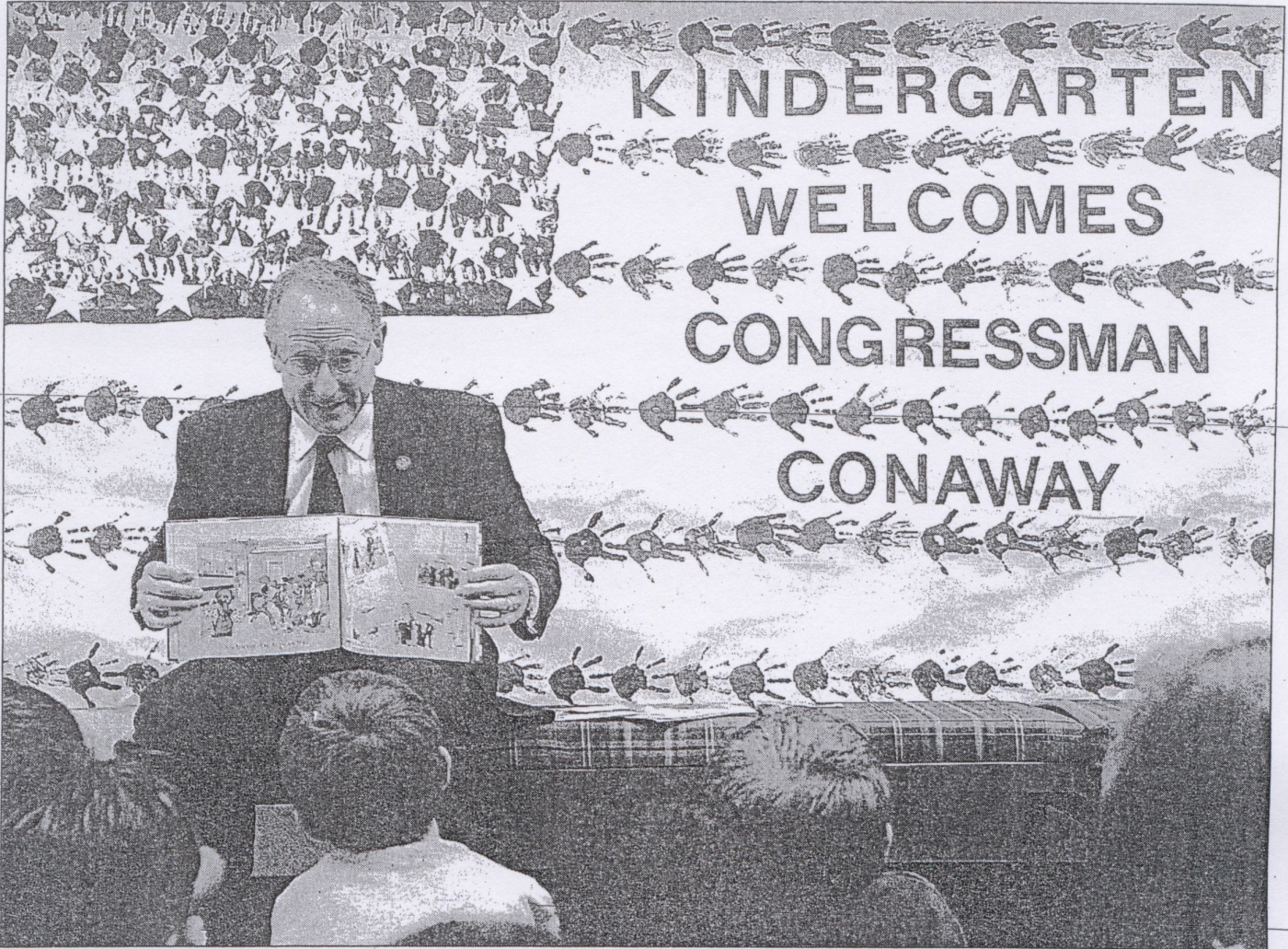
viewing Kids Center on the congressman's website which includes learning opportunities about government, The National Zoo, NASA, and The National Children's Museum.

The third grade presented Congressman Conaway with a Flat Stanley from Comanche Elementary, and he spoke to the students about the places he will take Stanley to visit and the importance of doing well in school. In January, he will send Flat Stanley back to the students with a report and pictures.



FLAT STANLEY IN HIGH PLACES. During a recent visit to Comanche Elementary, Representative Mike Conaway was presented with "Flat Stanley" who will accompany him on his travels around the world. Flat Stanley is pictured here in one of his first stops -- the White House Christmas party -- with President and Laura Bush, Representative Conaway and his wife Suzanne. The President is holding Flat Stanley.

GOOD NEWS



CINDEKA NEALY | ODESSA AMERICAN

U.S. Rep. Mike Conaway, R-Midland, reads 'My Teacher for President' to a group of kindergarten students Friday at Washington Elementary in Midland. Conaway received a 'Flat Stanley' postcard, in Washington D.C., from a student and decided to go to the school and read a book while relating it to his experiences in the U.S. Capitol. 'Flat Stanley' is a character that travels all over the world helping children learn about different places.

FLAT STANLEY PRESENTATION

MEMBER: MIKE CONAWAY

STAFF CONTACT: JEFF BURTON

ABOUT THIS EVENT: In the book, Flat Stanley, by Jeff Brown, Stanley is squashed flat by a falling bulletin board. One of the many advantages is that Flat Stanley can now visit his friends by traveling in an envelope. The Flat Stanley Project was started by a group of teachers who wanted to provide students with another reason to write and learn about other students around the world. Students make paper Flat Stanleys and begin a journal with him for a few days. Then Flat Stanley and the journal are sent to another school where students there treat Flat Stanley as a guest and complete the journal. In this case, Flat Stanley is sent to their local Congressional Office who takes him around Washington, DC and/or their district for a week or two. Once completed, the Member of Congress returns to the school to talk with the students. They can then plot his travels on maps and learn about where he went and what he learned in his travels. Flat Stanley is an excellent district outreach tool that is sure to garner some press attention and positive results.

PREPARATION

Who is involved?

Congressman Conaway, his wife Suzanne, district regional staff and press secretary

Are any outside groups involved?

Elementary Schools throughout the district

Timeframe for preparation:

Very little, depending on the quality of presentation desired. Have the Member of Congress take Flat Stanley around Washington, DC for a week or two, take pictures, and then have someone put together a packet for them to present to the school.

Press Component

What press did you invite:

Regional newspapers, tv and radio stations.

What went into your press plan for the event?

A Media Advisory and follow up calls from our office and from the school. In the rural area's, a local contact always seems to help get coverage.

Other Important Information:

How often do you hold this event?

Depending on requests from the schools, usually two to three times a year

Other important tips for someone planning an event like this:

Visit <http://www.flatstanley.com/> for more information.

Surprisingly, most people know about Flat Stanley and are happy to have their picture taken. Depending on the school, different degrees of preparation are needed as the timeframe doesn't always allow for as much time to put together the attached packet. The best part of the project is going back to the school and telling the children everywhere Flat Stanley had been and explaining how their government works.