



STATE OF WISCONSIN  
DEPARTMENT OF JUSTICE

J.B. VAN HOLLEN  
ATTORNEY GENERAL

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December 16, 2008

Dear School Principal and 5<sup>th</sup> Grade Teacher:

Each year more than 1.3 million children are reported missing. Fortunately, most of these children return home safely. Sadly, many do not. Law enforcement, citizens, and even children have been instrumental in keeping children safe and returning them home to their families, community, and school. Every year the U.S. Department of Justice (DOJ) takes time to commemorate the valiant and unselfish acts of the many organizations and individuals who bring our missing children home. On May 25<sup>th</sup>, National Missing Children's Day, we pause to focus our attention on children who have been recovered, as well as the children who are still missing.

Each year the United State Department of Justice sponsors a national poster contest and announces the winner at the annual National Missing Children's Day Ceremony in Washington, DC. The winner of this national contest, along with his or her teacher and parents, are flown to Washington to attend this special ceremony. I invite you to join us in our efforts to educate children across the country about safety issues by giving your 5<sup>th</sup> grade students an opportunity to participate in this poster contest.

Wisconsin 5<sup>th</sup> graders schools participating in the event will have the opportunity to submit their winning poster for judging. The Wisconsin Department of Justice administers a Missing Children Clearinghouse, which coordinates efforts on behalf of Wisconsin's missing persons. Wisconsin's Clearinghouse for Missing & Exploited Children & Adults have developed and coordinate the process for your **statewide** poster competition.

Completed posters should be sent to the Wisconsin Department of Justice as noted below:

Susan A. WhiteHorse, Manager  
WI Clearinghouse for Missing & Exploited Children & Adults  
Wisconsin Amber Alert Coordinator  
17 W. Main St.  
PO Box 7857  
Madison WI 53707-7857

Each state's Missing Children Clearinghouse will then submit the single winning state poster to the U.S. Department of Justice for final judging. The national judging will take place in April 2009, and one national poster contest winner will be selected.

The theme for this year's poster contest is "Bring Our Missing Children Home". I suggest you use January 13, 2009, which is national AMBER Alert Awareness Day, as the starting point for your school's poster contest and classroom discussions. A complete packet of information relating to the poster contest can be found at: <http://ojjdp.ncjrs.gov/programs/postercontest>. The following materials are available for download to help you plan and execute of the Poster Contest:

- A Fact Sheet including contest rules and time frame.
- An application form that must accompany each poster.
- Sample flyers that can be displayed in the halls of your school.
- A sample Certificate template that can be completed by your local school and distributed each student who participates in the contest (instructions for completing mail merges are also contained on the website).
- A sample press release.
- A letter to 5<sup>th</sup> grade students.
- Letters from prior winners of the national competition.
- A power point presentation that can be used to introduce the program to others in your school or community.

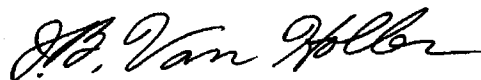
To encourage elementary school teachers to help their students learn how to be safe, Honeywell and the National Center for Missing & Exploited Children launched the Got 2B Safe! Contest in 2005 where teachers were invited to submit brief lesson plans emphasizing Got 2B Safe's rules for personal safety. Information about this competition, along with lesson plans created by teachers themselves, can be found on the following web site: [www.got2bsafe.com](http://www.got2bsafe.com). I encourage you to take a look at these innovative and creative ideas and to use them in your own classroom setting.

I've sent a similar letter to the State Educational Directors/Superintendents announcing this contest.

If you have any questions or need additional information, please contact Darla Waldron of the Wisconsin Department of Justice at (608)266-0335 or email at [waldronj@doj.state.wi.us](mailto:waldronj@doj.state.wi.us). I hope that your school will join in this exciting and important state and national competition.

Thank you for your assistance and support. Together we can work to better insure the safety and security of children across the country.

Sincerely,



J. B. Van Hollen  
Attorney General

*2009 National Missing Children's Day  
Poster Contest*

***Important Contest Dates:***

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- January 13, 2009** AMBER Alert Awareness Day (Tuesday)
- Begin discussing safety issues with students
  - Provide poster contest information to 5<sup>th</sup> grade students
- March 13, 2009** Deadline for receipt of posters at WI Department of Justice
- March 17, 2009** Committee convenes to judge the posters
- March 27, 2009** Deadline for state poster to be received by the Child Protection Division
- April, 2009** National judges submit the name of the poster contest Winner
- May 1, 2009** National winner notified
- Travel arrangements are initiated for attendance at National Missing Children's Day Ceremony

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**\*\*PLEASE SEND COMPLETED POSTERS TO: \*\***

Susan A. WhiteHorse  
Division of Criminal Investigation  
17 W. Main St.  
P.O. Box 7857  
Madison WI 53707-7857

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**Contact Information:**

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Susan A. WhiteHorse or Darla Waldron  
*WI Clearinghouse for Missing & Exploited  
Children & Adults*  
*Division of Criminal Investigation*  
*(608)266-1671 or 1-800-THE-HOPE*



## 2009 National Missing Children's Day Poster Contest Fact Sheet



### Contest Rules:

1. Applicant must be in the 5th grade.
2. Artwork should reflect the theme "Bring Our Missing Children Home." This Phrase **MUST** appear somewhere on the poster. (Please refer to samples of winning posters from prior years that are attached to this fact sheet. Please note, however, that prior years had different themes).
3. The theme must be depicted visually in one or a combination of mediums, such as: acrylics, watercolor, pencil, charcoal, magic markers, spray paint, crayons, pastels, etc.
4. The finished poster must measure **11 x 14 inches**.
5. The poster must be submitted with a completed application (sample attached), which includes a description of the poster and a brief biography of the artist (neither to exceed 100 words) either legibly written or typed.

### Judging Criteria:

1. Complete contest rules must be followed for all levels of competition.  
**Incomplete packages and incorrect sized posters will not be eligible for further consideration.**
2. Artwork will be judged on:
  - a. Originality of design
  - b. Reflection of the contest theme
  - c. Use of color and materials
3. Written applications will be judged on:
  - a. Level of understanding of the subject
  - b. Clarity
  - c. Grammar and syntax appropriate to the 5th grade level

### Competition Procedures:

1. **Contact your State Missing Children Clearinghouse Manager** to confirm the statewide judging process. The state's Missing Children Clearinghouse Manager will manage and coordinate the statewide judging and winner selection. State Missing Children Clearinghouse Managers are listed on <http://dept.fvtc.edu/ojjdp/postercontest.html>.  
*\*\*See contact list for Wisconsin Missing Children Clearinghouse Manager contact information.\*\**
2. Establish your local process for selecting a winner. The process used to determine the winner of the local competitions will be the responsibility of the local entities.

3. Include local non-profit organizations and other missing children organizations in the local judging process. Competition may be conducted within the following: schools, school districts, home schools, local governing bodies, PTA's, Boys and Girls Club, etc.
4. Following local judging, follow the guidelines established by your State Missing Children Clearinghouse for submitting the winning entry.
5. Following the statewide judging, submit the single winning poster to the Department of Justice. Entries for the national competition must be received by the Department of Justice, Office of Juvenile Justice and Delinquency Prevention, Child Protection Division by March 27, 2009 at the following address:

Ron Laney, Associate Administrator  
Child Protection Division  
810 7th Street, NW  
Washington, DC 20531  
FedEx Zip Code: 20001  
202-616-3637
6. At the national level, judging will be conducted by representatives from the Child Protection Division of the Office of Juvenile Justice and Delinquency Prevention, the National Center for Missing & Exploited Children, the National Endowment for the Arts, the Americans for the Arts, and the law enforcement community.
7. The national award winner will be notified by the Child Protection Division who will also notify the winner's school and the local media outlets.

#### *Awards:*

1. *At the Local Level.* Each applicant should receive a certificate of recognition for participating in the contest from the local sponsoring agency. A sample certificate of recognition has been prepared and is available for download from the following web site: <http://dept.fvtc.edu/ojjdp/postercontest.html>. Teachers should print the certificate from the website and present one to each student. An additional certificate template is available on the Wisconsin Clearinghouse for Missing Children and Adults website: <http://wimissingpersons.doj.wi.gov> or the Amber Alert website: <http://www.amberalertwisconsin.com>.

*\*\*For further information and/or questions regarding the printing of certificates, contact the WI Department of Justice representative on the contact list. \*\**
2. *At the Local Level,* participating agencies and sponsors will be responsible for duplicating and displaying the winning poster(s) in prominent sites deemed appropriate in the community (police station, public library, school office, etc.).
3. *At the State Level,* the single state winner whose poster is selected to go to the national level of competition will receive a national award certificate from the Department of Justice.

4. *At the National Level*, the single **national** winner, his/her teacher, and his/her parents will participate in the National Missing Children's Day ceremony at the U.S. Department of Justice to be held on or around May 25, 2009. Transportation and lodging will be provided. The national winner also will receive a national award certificate and a United States Savings Bond. No other awards will be provided by the Department of Justice.

### *Winning Poster:*

1. The winning poster (original and copies) will be displayed at the Department of Justice, Congressional Offices, and other locations as determined by the Child Protection Division and the Department of Justice.
2. The winning poster may be used in publications, exhibits, displays and on websites as determined by the Child Protection Division and the Department of Justice.
3. The winning poster will be used as the symbol for the National Missing Children's Day ceremony in 2009. The winner will once again travel to Washington, DC in 2009 when his/her poster will be presented as the national symbol for Missing Children's Day, 2009.
4. Photos of the winner and his or her poster will also be available through the Child Protection Division and the Department of Justice and will be posted wherever contest information is available.
5. The winning poster will become the property of the Child Protection Division and the Department of Justice. Any applicable copyrights will be held by those offices.

### *Contact Information:*

If you have any questions or need additional information, please send an email to [mc.day.2009@fvtc.edu](mailto:mc.day.2009@fvtc.edu) or contact your Missing Children Clearinghouse Manager. Contact information can be found on <http://dept.fvtc.edu/ojjdp/postercontest.html>.

## SAMPLE PRESS RELEASE FOR LOCAL SCHOOL

School or Poster Contest Coordinator Letterhead

### FOR IMMEDIATE RELEASE

Contact: Name, Phone #

Agency Name, Address

### AMBER Alert Awareness Day Program Initiation of Missing Children's Poster Contest at Local Level Kids Focus: Bring Our Missing Children Home

CITY, STATE – January 13, 2009. Today, at \_\_\_\_\_ School, students are participating in a national poster contest which focuses on the theme: *Bring Our Missing Children Home*. With over 400 children returning home safely since the AMBER Alert program began, we chose AMBER Alert Awareness Day to initiate conversations with students about safety and to involve them in a national competition for the National Missing Children's Day Poster Contest.

The U.S. Department of Justice, through its Office of Juvenile Justice and Delinquency Prevention's Child Protection Division, sponsors this annual contest for 5<sup>th</sup> grade students to develop artwork that will represent America's united goal to bring missing children home safely.

The winning artwork is displayed at the National Missing Children's Day ceremony, to be held on our about May 25<sup>th</sup>. The national winner travels to Washington, DC, along with his/her parents and teacher to receive an award and participate in the ceremony. It is a fitting time for our 5<sup>th</sup> grade students to focus on this project. As the nation remembers two children who represent missing children everywhere, Amber Hagerman and Etan Patz, we also celebrate the safe homecomings of children everywhere. \_\_\_\_\_ School is doing both today.

"It is extraordinary to give our students an opportunity to compete nationally in an art contest of such importance, especially as it gives \_\_\_\_\_ (name of school) a chance to teach them more about their safety," said \_\_\_\_\_, "and, we know that there is great talent at our school and we hope to send one of our students to Washington, DC."

*About:*

**AMBER Alerts and Amber Hagerman:** *The AMBER Alert Program began in 1996 when Dallas-Fort Worth broadcasters teamed with local police to develop an early warning system to help find abducted children. AMBER stands for America's Missing: Broadcast Emergency Response and was created as a legacy to 9-year-old Amber Hagerman, who was kidnapped while riding her bicycle in Arlington, Texas, and then brutally murdered. Other states and communities soon set up their own AMBER plans as the idea was adopted across the nation. For more information about the AMBER Program, visit [www.amberalert.gov](http://www.amberalert.gov).*

**National Missing Children's Day and Etan Patz:** *On May 25, 1979, 6-year-old Etan Patz grabbed his school books and gave his mother a goodbye kiss before leaving to catch the bus to school. Etan's mother was never to see him again. In the months and years that followed, Etan became the symbol for lost children all over America. Then, in 1982, President Reagan proclaimed May 25, the anniversary of Etan's disappearance, as National Missing Children's Day.*

\_\_\_\_\_ **School:** 2 – 3 sentence blurb about school

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**Checklist**

<b>Contest Requirements</b>	<b>Complete</b>	<b>Requires more Work</b>
<b>Size: 11 x 14 inches</b>		
<b>Contains phrase “ Bring Our Missing Children Home”</b>		
<b>Student Biography –</b> ■ Not to exceed 100 words ■ Complete sentences ■ Clearly written or typed		
<b>Picture Description</b> ■ Not to exceed 100 words ■ Complete sentences ■ Clearly written or typed		
<b>Application</b> ■ Contact information provided ■ Application glued or taped to back of poster		



**U.S. Department of Justice**

Office of Justice Programs

*Office of Juvenile Justice and Delinquency  
Prevention*

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Washington, D.C. 20531

Dear 5<sup>th</sup> Grader:

When many of your parents were just kids, a young boy named Etan Patz said goodbye to his Mom, walked to the bus stop, but never made it to school. Sadly, Etan still hasn't come home. His disappearance has become a symbol for remembering lost children in our country.

Three years after Etan disappeared, President Ronald Reagan named May 25<sup>th</sup> National Missing Children's Day. Since 1983, a ceremony has been held in Washington, DC to remember missing children and to honor those people that work to make kids safe. As part of this event, every year the Department of Justice sponsors a poster contest for 5<sup>th</sup> graders as an opportunity for you to learn ways to stay safe.

I am writing today to invite you to participate in this year's poster contest. If you win the national contest, you, your parents, and your teacher will receive a free trip to Washington DC. At the National Missing Children's Day Ceremony, the winner of the poster contest receives an award and the winning poster is used to show safety tips for children to the rest of the country. Last year's winner, Doyoun Park from Utah, said:

*“ . . . Winning the 2008 National Missing Children's Poster contest has really changed and became a part of my life. . . . I just thought that it would be a great opportunity to help the missing children come home. However, I didn't imagine I would actually win the national contest and would be going to Washington DC! I was thrilled about going to Washington DC and had an amazing time there; it was truly a great experience for me. I met a lot of people who try hard to bring back the missing children and I got to meet a lot of important people like the Senators of Utah and the Attorney General. I also had a chance to meet with people who were actually abducted.”*

Rules for the poster contest were sent to your teacher, who will go over them with you and your classmates. Along with drawing the poster, you will need to fill out a form that tells us a little bit about you and about what your poster means.

As you work on this project remember that there are many people who are doing everything they can to keep children safe. If you have questions about things that you can do to stay safe, talk to your teacher, your parents or other trusted adults – they want you to be safe, too, and will help you.

Thank you for making a poster for our contest. Good Luck! I hope to see you next May during our award ceremony.

Sincerely,

A handwritten signature in cursive script that reads "Ron Laney".

Ron Laney  
Associate Administrator, Child Protection Division  
Office of Juvenile Justice and Delinquency Prevention  
U.S. Department of Justice

## National Missing Children's Day Poster Contest Winners - In Their Own Words



Winning the National Missing Children's Poster Contest has been amazing. My State honored me in a ceremony at my school. Lots of important people in our government showed up, along with my family and friends. I also met our Governor in Columbus. Then we traveled to Washington. My time in Washington was unbelievable. There was a lot to do. Traveling through the cities and being at the award ceremony made my trip the best! At the National Missing Children's Day Ceremony many people were recognized for their actions. There were police officers who saved missing children, a family who helped find a missing child, a missing child who got away from his abductor, and families whose children haven't been found or who won't be coming home. There were also brothers and sisters of missing children who wrote about their feelings in the book "What About Me: Coping with the Abduction of a Brother or Sister". Meeting these people was inspiring. Being there really made me think about how big of a difference this contest can make. I entered because I wanted to help bring missing children home to see their parents. I said in an interview that "I don't know what I'd do without my mom". A radio host told me when he read that in the newspaper he thought about how my mom wouldn't know what to do without me. That's why doing everything we can to bring our missing children home is important. I wish I could meet everyone who made a poster and submitted it, to congratulate them on their hard work. They are making a difference in their community. I hope to meet next year's national poster contest winner in Washington in 2008.

Sincerely,  
Rachel Stevenson - 2007 Poster Contest Winner



My name is Catherine Braun and let me tell you one thing National Missing Children's Day was a blast! When I first sat down in the Art room at my school and my teacher said we were going to be entering a poster contest for National Missing Children's Day, I never thought I would be the one to win the National level of the contest and go to Washington D.C. When you draw your poster, 5th graders, I encourage you to draw your own ideas, because people who look at your posters judge them on creativity, originality, and based on how good your poster relates to National Missing Children's Day. I encourage you to do your best on this poster so I can see you in D.C. next year (2007), and so you can experience this great experience that I did. In DC I went to the Department of Justice building for the ceremony and to receive an award there as well. While I was sitting in my chair I heard about all kinds of people who had been kidnapped and returned, but I also heard about all those who had been kidnapped and not returned. If you win the poster contest imagine how many peoples' lives you could change, and save in the world and how much of a difference you could make. If you don't win the National level you could still win the state level and receive an award. D.C. was a blast and hopefully my poster will make a difference in the world and even in the U.S. today, and maybe I'll see you in D.C. Good luck to all and as for the winner, I'll see you soon.

Good Luck!

Sincerely,  
Catherine Braun - 2006 Poster Contest Winner