

DEPARTMENT OF SOCIAL SERVICES

CHILDREN'S DIVISION

P.O. BOX 88

JEFFERSON CITY, MISSOURI

December 13, 2004

MEMORANDUM

What's Inside:

-Information about Home for the Holidays
-Instruction to print and post flyers advertising the event

TO: REGIONAL EXECUTIVE STAFF, CIRCUIT MANAGERS AND CHILDREN'S DIVISION STAFF

FROM: FREDERIC M. SIMMENS, DIRECTOR

SUBJECT: CBS SPECIAL: "A HOME FOR THE HOLIDAYS"

CBS affiliates around the state will be airing a special regarding adoption on December 22, 2004, from 7:00 p.m. to 8:00 p.m. The purpose of this program is to raise awareness and sensitivity to the issue of adoption among millions of viewers in hopes they will respond to the needs of waiting children. A variety of celebrities and entertainers will appear and participate in the show. This special is part of a campaign that is sponsored by the Children's Action Network and the Dave Thomas Foundation. In previous years, Missouri has led the nation in inquiry calls!

Many of the CBS affiliates in Missouri will be advertising our 1-800 Foster/Adopt line (1-800-554-2222) during and after the program. There will be volunteers answering the phones that evening from 7:00 p.m. to 10:30 p.m. We will be sending adoption information packets to all people who phone in that evening. Staff from The Adoption Exchange will make a follow-up phone call within one week of the family receiving the packet of information. Central Office will forward each local county office a list of prospective families that reside in their county.

Attached you will find a flyer promoting this event. Please print as many of these as necessary, and place these flyers in public places to assist us in promoting this event.

If you have questions regarding this memo, please contact Amy Poyser at (573) 751-8930.

FMS/AP:js

Attachment