

# BRIGHT IDEAS

for **SUNSHINE WEEK 2006** March 12-18

**Creative Ways  
To Explore  
Open Government**

Commentary

News & Feature Stories

Illustration & Graphics

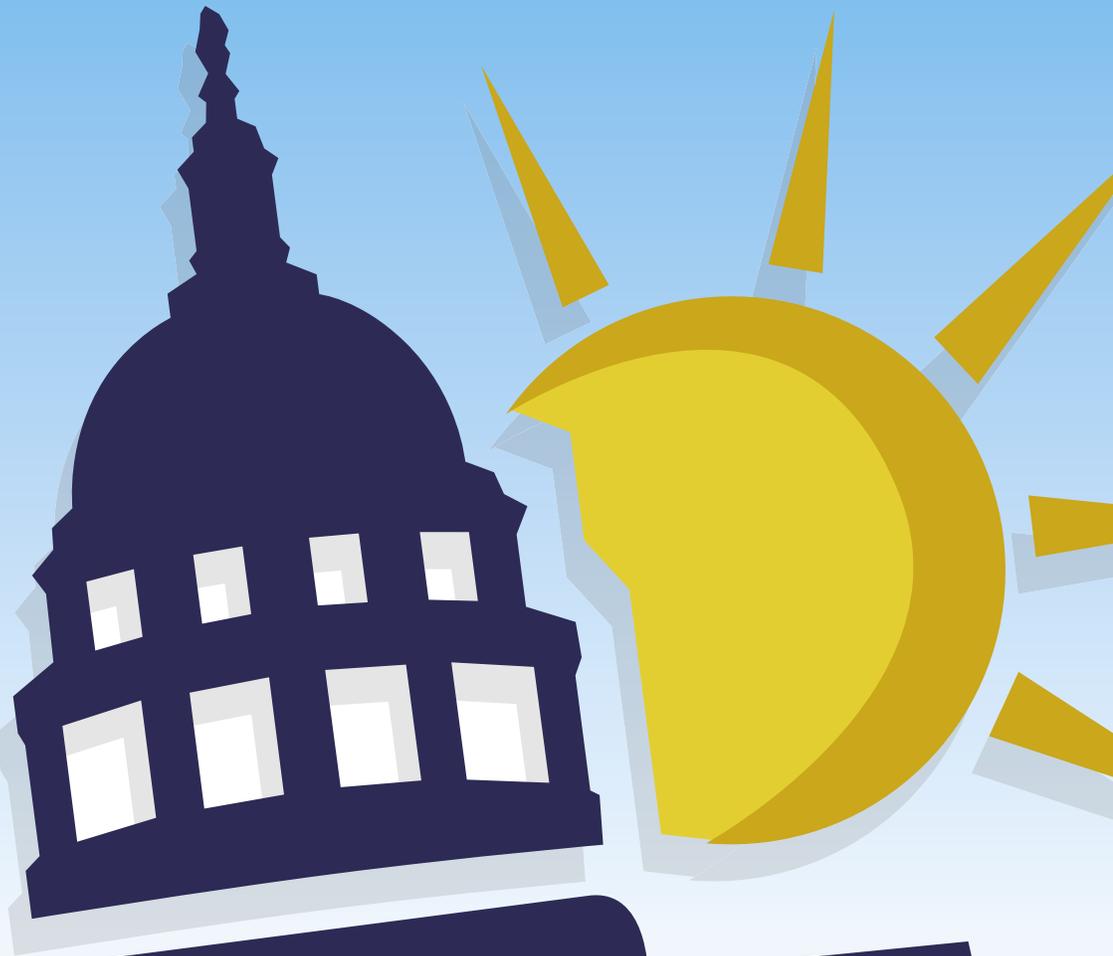
Broadcast Reports

Special Web Pages

Community Forums

Unique Presentations

FOI Usage Guides





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## Acknowledgements

National Sunshine Week evolved from the extremely successful Sunshine Sunday initiative that began in Florida in 2002 and then expanded into several states. The leaders and participants in those efforts are trailblazers who proved that the power of concentrated awareness can make a huge difference in protecting the public's right to know what its government is doing, and why.

National Sunshine Week was first proposed at a June 2003 Freedom of Information Summit convened by the American Society of Newspaper Editors. ASNE's FOI Committee accepted the challenge and with the help of a generous grant from the John S. and James L. Knight Foundation, the first nationwide Sunshine Week was held March 13-19, 2005.

The success of Sunshine Week is due to the thousands of dedicated participants who found creative and engaging ways to bring home the importance of open government to their communities. To the newspapers, broadcasters, online sites, libraries, schools, state press associations, open government and freedom of information coalitions, journalism and affiliated associations and clubs, civic organizations, individuals, lawmakers, and the countless others we're surely forgetting, thank you. This book is dedicated to you.



## Introduction

**This book** draws from the past, but it's really about the future.

“Bright Ideas” captures some of the creative work from the first national Sunshine Week, the wildly successful effort in March 2005 that drew public attention to the growing problem of official secrecy. Looking ahead, we hope this book will provide inspiration and motivation as you plan for Sunshine Week 2006, March 12-18, and for your year-round coverage of open government issues.



On the following pages, you'll find news stories, commentary, cartoons, graphics, ads, Web pages and a wide variety of tips for how to demonstrate not only the importance of preserving open government, but also how it can be used to build and maintain better and safer communities.

To say we've barely scratched the surface of the great work that was produced in 2005 is an understatement. Last year, hundreds of news organizations generated thousands of stories and other material about the public's right to know. We've chosen examples here from work sent to us, which we then culled to represent the many different ways Sunshine Week was observed.

Throughout these reports, one message rang clear: This is not just a “press issue.” Rather, it's something that is critical to everyone in our communities and our country. Democracy is preserved and strengthened when the sun shines on the inner workings of government.

Working together to make Sunshine Week bigger and better, we can achieve the accessible and accountable government this nation was founded upon.

A stylized, handwritten signature in black ink, appearing to read 'Andy Alexander'.

Andy Alexander  
*Washington Bureau Chief, Cox Newspapers  
Chairman, FOI Committee, American Society of Newspaper Editors*