

A GUIDE TO PUBLICIZING ENGAGE AT YOUR SCHOOL!



Engage at your school will do many things in your community and state! Follow this guide to make sure your school and community know the exciting things your students are doing!

TACTICS:

- Social Media Posts: (see a social media guide in the Marketing Guidelines document)
 - Create accounts for your group. This is a great way to share posts and images of what your students are doing.
 - Utilize your school's social media accounts to share updates. This is a great way to celebrate your groups accomplishments and share information in your community.
- Press Releases: (see a press release guide on the next page)
 - Write a press release and share it with your local paper!

WRITING AND SENDING A PRESS RELEASE:

What is a press release?

A press release is a communication tool used to share newsworthy stories or updates with members of the media.

How are press releases formatted?

1. Title and italicized subheading to summarize the news
2. News location and newspeg in opening line
3. Two to three paragraphs to add information
4. Bulleted facts or figures
5. Organization description at bottom
6. Contact information and "For Immediate Release" at the top
7. A "####" at the en
8. Standard font and margins

What makes a good press release?

- Use an engaging and interesting headline.
 - Summarize this in the italicized subheading.
- Make the reader care about the contents of the press release. Show them why its newsworthy!
- Include quotes and data if applicable.
- Share important background information. When writing, assume the reader doesn't know what we do!

Who do I send the press release to?

Look up local reporters on the newspaper website and see who commonly covers education and youth stories. You should be able to find their email online.

PRESS RELEASE
EXAMPLE





PRESS RELEASE

For Immediate Release

Georgia Center for Civic Engagement Introduces New Emerging County Leaders Program for Students Across Georgia

CARTERSVILLE, GA December 21, 2020 – Over the past five weeks, students across Georgia have been completing modules for the Georgia Center for Civic Engagement’s first Emerging County Leaders Program (ECLP). These students, nominated by local leaders in their community, encompassed the inaugural class of this intensive, virtual program. ECLP is a County Commissioner simulation program where students research and analyze their county, evaluate key statewide issues and opportunities and propose solutions while collaborating with other representatives across the state.

Dr. Randell E. Trammell, the President and CEO of GCCE said, “At the heart of our mission, we desire to create informed and active citizens. Our plan for the program was to utilize the push for virtual learning to create an exciting opportunity for students. With the help of engaged leaders from around the state, we were able to give students a glimpse into the functions of local government not only in their county but across the state. This can be a real game-changer for local communities as students graduate with the knowledge that they can play an important role in local government.”

“This program is a way to dig into the history and roots of your county in order to learn more about where you came from,” said Kennedy, a student from Columbia County, “it is also an opportunity to collaborate with local government officials, meet students from other counties, and discuss issues with influential adults.”

Throughout this program, these students underwent a training webinar led by David Key of the Carl Vinson Institute of Government, discussed access and availability of Rural Broadband with Amy Carter and Chris Chamoun of Rural Georgia Initiatives, and discussed juvenile justice with Commissioner Tyrone Oliver of the Georgia Department of Juvenile Justice. These town hall discussions afforded the participating student with wider perspectives and resources to tap into for future endeavors. Tiffany, a student from Clayton County said, “I’ve been able to take many lessons away from this valuable program. Getting a chance to interact with government officials, as well as county leaders from across the state-- has allowed for me to expand my knowledge and consciousness beyond the issues that my community faces and understand the issues that affect Georgians as a whole.”

The ECLP concluded with capstone projects on Friday, December 9, 2020. Awards were allocated to outstanding participants as follows:

- Outstanding Representative - Chloe Satterfield - Bartow County
- Outstanding Capstone - Varoon Kodithala - Forsyth County
- County of Distinction - Forsyth County - Varoon Kodithala & Ansley Miller
- Emerging Leaders Award: Jackson Moore - Stephens County, Jordan Roberts - McDuffie County, De Erica Allen - Mitchell County, Kennedy Powell - Columbia County

The Georgia Center for Civic Engagement would like to thank Association County Commissioners of Georgia and CEO Dave Wills, David Key from The Carl Vinson Institute of Government, Rural Georgia Initiative’s Amy Carter and Chris Chamoun, and Commissioner Tyrone Oliver from the Georgia Department of Juvenile Justice for their support of this program.

For more information on the GCCE’s program offerings, Youth, Parents, educators, or general media requests can email info@georgiacivics.org or call 770-455-9622.

About the Georgia Center for Civic Engagement

The Georgia Center for Civic Engagement serves more than 20,000 youth and educators annually through leadership, character and civic education programs and resources. Known leader in civic education and civic engagement among youth and educators in Georgia, the Georgia Center for Civic Engagement is committed to advancing civic literacy through experiential programs. For more information please call 770-455-9622 or visit the organization website at www.georgiacivics.org.

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