



Publicity and Media

There are many ways to get the word out to promote service and service-learning.

- You can create **flyers or posters** about the project and distribute throughout your school and neighborhood.
- Use the information on flyer to post on your school or organization's **websites**.
- Create an email template and invite your friends to participate. Or with your parents' permission, go online and create an event website or post the details.
- Ask project partners (businesses, nonprofits, places of worship, schools) to include information about your project on their websites or in their **newsletters**.
- Invite **public officials** or other local celebrities and **VIPs** to attend your event or to post event information on their website.
- Write a **media release** about your project and submit it your school or local newspaper and broadcast media. When writing your media release remember to include the Who, What, When, Where, Why and How. Keep the release brief and convey a simple message. Make sure to include contact information at the top so the media can reach you!

TIPS Tips for Speaking to the Media

- Be prepared to answer **what** have you learned from your experience, **why** is this issue important to you, and **how** the project benefits the community.
- **Describe the event using colorful language** including visual words and expressions.
- **Clearly understand how your event was planned** and implemented and who was involved.
- **Speak positively!** If a member of the media asks you a negative question, respond briefly and politely and then continue to explain why you are excited about your project.
- **Be excited! Speak with enthusiasm** about your project, your school or organization, your volunteer opportunity, and the issues you care about.