



Public Relations Tool Kit

Written for the National Student/Parent Mock Election

www.nationalmockelection.org

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Tips for Getting Your News Out

DO

DO . . . **Get students and their families involved** in taking pictures, developing film, writing news submissions and delivering them to media.

DO . . . Promote ONE WEEK before, turn in photographs within ONE WEEK after.

DO . . . **Read newspapers, watch TV, listen to radio.** Learn from what you see and hear, and use it as a guide to prepare your photo and news submissions.

DO . . . Print or type clearly and **keep your information to one page.**

DO . . . **Tell who, what, where, when, why and how.** Be specific: If an event is a one-hour lecture and a one-hour debate, make sure a photographer knows to arrive during the second hour.

DO . . . **Give a contact name and phone number.** Reporters and photographers need directions and need to know the best time to arrive.

DO . . . **say thank you** to members of the media for helping you promote your school or organization's activities.

DO . . . **Give your school office a copy** of your resulting publicity, or a note about when and where it aired.

DO NOT

DO NOT . . . **Exaggerate or speculate.** If only two dozen students are registered for an event, don't say 200 are expected. Just the facts, please!

DO NOT . . . **Call at deadline** (usually late afternoon or evening) and ask to speak to someone in the newsroom. They are busy getting the news out!

DO NOT . . . **Call and ask if a story or photo ran.** Media outlets are lean-staffed and busy gathering news. They rarely have time to track your requests. Instead, recruit your peers and their families to read newspapers, watch TV, and listen to the radio to see if your story or photo runs.

DO NOT . . . **Get discouraged!** Sometimes getting coverage is just a matter of your news or photo submission coming in at the right place at the right time. On a "slow" news day, your project or event could be a lead story or photo!

Teachers and schools can reproduce in any quantity desired.



National Student/Parent Mock Election

Photo Submission Form

[Stick a loop of scotch tape on the BACK of your photo and mount here]

Caption Information

Event:

Date:

Location:

Purpose of Event:

I.D. of people, left to right:

School Name: _____

Teacher: _____

Contact Person: _____

Phone Number: _____



National Student/Parent Mock Election

News Submission Form

Today's Date: _____ Teacher Name: _____

School: _____

Phone Number: _____

Headline:

Event (WHAT):

Date, Time, Location (WHEN, WHERE):

Purpose of Event (WHY):

Background or Details of Event (HOW):

Contact Person (WHO): _____

Phone Number: _____

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National Student/Parent Mock Election

Why PR?

Publicity may increase adult involvement, lead to more challenging programs for young people, and build a base of recognition, good will and awareness.

When people in the community feel good about young people, you can count on them to help you meet the program's goals, to help young people:

1. develop to their full individual potential,
2. relate to others with increasing understanding, skill and respect,
3. develop values to guide their actions and to provide the foundation for sound decision-making, and
4. contribute to the improvement of society through the use of their abilities and leadership skills, working in cooperation with others.

That's public relations - working to help people feel good about you. When you communicate what the Mock Election is all about to people you meet - whether it's visibly or quietly making a difference behind the scenes - you're practicing public relations.

Publicity - using newspapers, television, radio to get a message out - is also part of public relations. We encourage you to share your news of interest with local reporters, editors or producers so they can decide whether and how best to use the material within their programs or publications. **The resulting publicity may increase adult volunteer involvement, lead to more challenging programs for young people, and build a base of recognition, good will and awareness.**

We hope you will use the information provided to shape your message and get it out to the local media.



National Student/Parent Mock Election

Mock Election Event Planning Checklist

Steps to hosting your own *Mock Election* event

6 weeks to 1 month before your event:

- Choose your Issue: _____
- Grab a newspaper and read up on it!
- Check with your school office for process for hosting events.
- Select a date: _____
- Select a time: _____
- Check with your school office for an events calendar for any time conflicts, or overlap with other student groups with similar goals.
- Reserve a location: _____
 - Location contact: _____
 - Location contact phone #: _____
- Solicit help in organizing the event. Keep a list of helpers and contact information.
 - _____
 - _____
 - _____
 - _____
- Contact panelists/debaters/speakers. Keep a list of panelists and contact information.
 - _____
 - _____
 - _____
 - _____

2 to 3 weeks before your event

- Fill out the flyers. Get them approved and post them around your school.
- Deliver press release to school newspaper and local media.
- Post information about the event on your website.
- Provide information to other school groups or teachers whom you think might be interested.
- Prepare questions for each presenter
- Determine whether you will have food, and the process for getting it to the event

1 week before your event

- Confirm panelists/debaters/speakers
- Confirm Date/Time/Location
- Create sign-up sheet to be circulated at event
- Confirm food choices and procedures.

1 day after your event

- Send thank you notes to guest speakers/panelists/debaters and organizers
- Send any follow up information to attendees.
- Save contact information from attendee sign-up sheet so you can contact attendees again for your next event.