

PUBLIC RELATIONS

BEFORE THE WORKSHOP

An effective way of alerting the principal to the teacher's participation in a workshop is to require the principal's signature on the application form.

DURING THE WORKSHOP

Document active participation in a workshop by taking photographs, which can be used in a press release for local newspapers.

AFTER THE WORKSHOP

Press releases and photographs sent to local newspapers are a great public relations tool and a marketing tool for future workshops.

Sending a letter to the principal of a teacher who attended a workshop can earn a teacher a "pat on the back." Letting an administrator know that a teacher attended a professional development workshop can also be of use in the future by helping recruit workshop participants for a repeat of this program or new programs.

Dear Principal:

A teacher at your school, This Teacher, attended a workshop on using *Virtual Economics* as a planning tool to access explanations of economic concepts and instructional materials for teaching K-12 economics. The workshop was conducted by the Center for Economic Education at This University and was attended by 22 teachers from across the region.

Congratulations to you for having such a dedicated staff member who seeks out opportunities for personal growth and learning and ways of sharing that knowledge with students.

Sincerely,

Jane Doe, *Director*
Center for Economic Education

FOR IMMEDIATE RELEASE

Media Contact: Jane Doe
(111) 111-1111

Teacher[s] Hone[s] Skills at Technology Workshop

THIS TOWN (October 1, 2011) -The lead sentence(s) should succinctly summarize the story and address who, what, where and when. For example: “Good teachers improve their skills to stay on top of their profession. Recently, it was This School’s teachers’ turn to learn at a technology workshop in City on October 1st.” You can get creative with your lead, but keep it reasonable.

The paragraphs which follow should expand on what you’ve stated in your lead. Who went, which organization(s) sponsored the workshop, who conducted it--details of this sort should be included in later paragraphs. Remember to keep it simple, clear and just the facts.

Provide information on *Virtual Economics*. For example: “*Virtual Economics* is a tool that allows teachers to search and use 1,400 classroom-tested economics and personal finance lessons in their classes. The lessons can be searched by economics and personal finance concept, keyword and national and state standard. The search can be limited to a specific grade level. Individual teachers can customize their economics and personal finance lesson plans using *Virtual Economics*.”

If you have room left, you could add something about what the participants learned or how they can implement their new information or skills in the classroom. We’d love it if you said something about the CEE, your state Council on Economic Education and State Farm.