



# PUBLICITY

- ✓ **Promote the contest in your local media**

A well-publicized contest generates excitement and communicates the goals and benefits of the contest to the general community. One way to interest your local media in the contest is to write a press release, which you can distribute to the major media outlets in your community (newspapers, cable and local television, and radio). See pages 45-46 of the Appendix for some handy tips on how to write a successful press release, as well as a sample release. You may also want to assemble a media kit for the media outlets in your community. The kit can contain the following information and materials:

- ❖ **Contest Brochure (available at the John Templeton Foundation).** The brochure is an great way to “introduce” a media person to the contest.
- ❖ **Contest facts and benefits sheet and sample endorsements.** You are welcome to use and adapt the facts and benefits sheet, as well as the sample endorsements, on pages 50-51 of the Appendix. These two documents will provide easy-to-use information about your contest to the media.
- ❖ **List of contests in other communities.** The list includes cities and school systems where the contest is already underway. You should highlight those communities that are closest to you. (Contact the John Templeton Foundation for the most up-to-date contest list.)
- ❖ **Financial sponsors.** You may want to include details on who is providing financial support for your contest (when available).
- ❖ **Print articles.** Contact the John Templeton Foundation for copies of articles about the contest.
- ❖ **Teacher’s Guide (available at the John Templeton Foundation).** The Guide describes how the contest is implemented in the classroom and contains sample student essays.
- ❖ **Essays from the Heart Video (available at the John Templeton Foundation).** The nine-minute video highlights the benefits of the contest and features Former First Lady Barbara Bush.



*In the first Four Corners, New Mexico Contest, grand prizewinner Roderick Nez poses with the Honorable Kelsey Begaye, president of the Navaho Nation (middle), and Herb Mosher, director of the Western Health Foundation (left).*