## 4. Telling the Story

### Publicity and Media

There are so many ways to get the word out and promote service-learning experiences. How many of these can you check off?

- ☐ Post information about the project on your school or organization website. Write a blog about the project preparation and implementation to maintain interest.
- ☐ Write a media release about your project and submit it your school or local newspaper and broadcast media. For a sample template of a media release, please check out the "Spreading the Word" section of the *GYSD Toolkit*, available at www.GYSD.org.
- ☐ Write an op-ed piece about the issue your service-learning project is addressing and send that to your local paper.
- ☐ Create flyers or posters about the project and distribute throughout your school and neighborhood.
- ☐ Ask project partners (businesses, nonprofits, places of worship, schools) to include information about your project on their websites or in their newsletters.
- ☐ Create a Facebook event or fan page and ask all project participants to invite their friends to join and or become a fan. (See page 44)
- ☐ Invite public officials or other local celebrities and VIPs to attend your event or to post event information on their website.
- ☐ Once your project is complete, announce your results to all previously mentioned outlets.
- ☐ Connect with YSA:
  1. Register your *Semester of Service*™ project on www.GYSD.org to get listed on the map.
  2. Send your press release to communications@YSA.org to have your project highlighted on the GYSD media page, and upload your photos and videos to the GYSD Flickr and You Tube pages. Tag pictures using "GYSD".

For templates and additional resources on these strategies, check out the "Spreading the Word" section of the *GYSD Toolkit*, available at www.GYSD.org.

