

Public Relations

TO: Oregon DECA Chapter Publicity Officers

RE: SCDC News Release

As you may know, Oregon DECA's State Career Development Conference is coming up on February 26-28, 2012. A great deal of time and effort has already been devoted to make sure this conference is the best it can possibly be, and even more time will be put in during the months to come.

To help your chapter publicize this important event, the press release on the following page has been compiled. Press releases are a great way to let your community, particularly the media, know what your organization is all about. They are short, brief, and most importantly, to the point! Here is a recommended way for distribution of this press release:

1. Retype this release with all the correct information filled in. Chapter or school letterhead is recommended if available.
2. Call the media source before sending the release and ask who to send it to. You can also obtain a master list of all the local media from your chamber of commerce or city hall. Better yet, arrange to meet the reporter that handles youth education news.
3. Send the release to your local and school newspapers, radio stations, TV news programs, and any other available media source.
4. When sending the release, include a release date and a contact name and phone number for further information.
5. Mail this release at least three weeks in advance.
6. Make a follow-up call to each person/source you send a press release.
7. In addition, you may want to send a copy of the press release and an SCDC invitation to your local legislators and school administrators.
8. Also use social media, such as your chapter's Facebook and/or Twitter accounts to share about your conference participation.

Please feel free to contact the Oregon DECA (541.633.4287), if you have any questions or need more information.