

## Publicity Request Form information: REVISED 9/2/14

The Communications and Community Relations Department has developed a **new, easier way to submit requests for publicity** for your events, projects and accomplishments.

**A new link on the Employees page of the district website** will take you to an **online form** that's easy to fill out with information about what you would like us to publicize via news releases to the media and consider including in the Highlighter e-newsletter.

### Here's how to submit your publicity request:

1. Go to the home page of the district website, SarasotaCountySchools.net
2. Click on the Employees tab at the top of the page.
3. On the resulting Employees page, click on the Publicity Request Form link **(near the bottom of the Popular Items column of links on the left)**.
4. Fill out all the applicable fields, then click the Submit Form button.
5. If you have **photos** of the event (or representative photos, such as the previous year's event), please submit them separately with caption information (identify everyone in photo, left to right, by their full names, and provide a description of what's happening in the photo). **Information about how to submit photos is at the end of the online form.** Photos can help "sell" a story to the media and we can post them to the district website with the news release.
6. If we have questions as we're writing the news release, we'll get back to the contact person noted in the submission via email and/or phone.

If you and your colleagues use this new, easier online method of submitting publicity requests rather than by sending emails to me or to Gary Leatherman, we will be able to process the requests faster (the information goes to a separate email address that Debbie Tippen, our administrative assistant, will monitor) and get more information to the media in a timely manner, increasing the probability of media coverage.

Please also keep publicity in mind as you plan your events. Ideally we'd like at least three weeks' advance notice. We realize that's not always possible, but we'd like to try to avoid getting very short notice.

Please note also that, due to the volume of publicity requests we receive from schools and departments and the other work we do in Communications and Community Relations, such as crisis communications, **we can't guarantee that we'll be able to send a news release to media and post it to the district website in advance of every event.**

We will do our best to get all the good news out in a timely manner; **you can help by providing us with as much advance notice as possible.**

Again, I think you'll find that filling out the online form is easier than forms we've used in the past or trying to put all the information in an email.

Thank you for your cooperation as we begin another school year full of noteworthy events and activities!

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