



**National Association of Student Councils™
National Conference
June 26-29, 2010, Indianapolis, Indiana
Press Release for Attendees**

INSTRUCTIONS FOR PRESS RELEASE DISTRIBUTION

Communities like to hear about young people doing great things. You can gain recognition for yourself, your school, and the National Association of Student Councils by distributing the attached news release to the media in your community.

Here are some helpful hints for distributing your press release:

- The release should be typed on a white sheet of paper using the format below and replacing all underlined words with the appropriate information.
- Make a list of all the media outlets in and around your city. You can use the telephone book or go on the Legislative Action Center page of the National Association of Secondary School Principals (NASSP) Web site (<http://www.principals.org/plac>). From there, go to the “Media Guide” and enter your zip code. This will pull up your local media with phone numbers, e-mail addresses, and mailing addresses.
- Electronic copies, via e-mail, should be sent to the newspapers and radio and television stations in your community. (Hand-delivered copies could provide the opportunity for a reporter to talk with you about student activities and timely education issues for a more detailed story.)
- When mailing or e-mailing a press release it is always a good idea to call and follow up with the reporter to make sure that he/she received your release.
- If more than one person is going to the conference from your school, coordinate your efforts and write one news release as a team.
- Consider posting the release on your school’s Web site and/or student newsletter.
- Include pictures with your release whenever possible as the media are more likely to pick it up and run it. (Be sure to identify each individual in the picture by complete name and title.)

For More Information, Contact:

[Your Name]

[Your Phone Number]

FOR IMMEDIATE RELEASE

**LOCAL STUDENT ATTENDS
NATIONAL ASSOCIATION OF STUDENT COUNCILS' NATIONAL CONFERENCE
*June 26-29 in Indianapolis, Indiana***

[Your City], [State] —[Date] – [Your Name], [Your Year in School], at [Your School], in [Your School City], [State], is one of 1,500 student council leaders and student activity advisers attending the 74th Annual National Association of Student Councils (NASC) National Conference, June 26-29 at Center Grove High School, 2717 South Morgantown Road, Greenwood, Indiana. NASC, a program of the National Association of Secondary School Principals (NASSP), offers leadership training at its conferences, focusing on turning student leaders into lifelong leaders.

“The dedicated students attending the NASC Conference learn how they can become more effective leaders in their schools and communities,” said Dr. Gerald N. Tirozzi, NASSP Executive Director. “I commend these enthusiastic young people on their eagerness to take on leadership roles and make a difference.”

[Your last name] will receive training in basic and advanced leadership, communication skills, service, and diversity. [He or She] will participate in discussions on issues relevant to today’s youth as well as opportunities to network with student leaders from across the country. Delegates will take part in a community service project, mentoring to local Boys and Girls Club youth, participate in college panels and a college fair at Indiana University Purdue University Indianapolis an urban campus in downtown Indianapolis.

"Student leadership is the catalyst that enables students to be actively engaged in their own academic and civic education. In that sense, student leaders like [your name] truly represent the future of our country" said NASSP Senior Director for Student Programs, Dr. Rosa Aronson. “This conference will help prepare them for their important roles as active citizens, advocates, and volunteers in their schools, communities and beyond. We applaud [Your School Principal], principal of [Your school] for offering this valuable opportunity. We also thank [student activity adviser-chaperone] for attending the conference and ensuring a successful experience for all.”

[Your last name] is the [son/daughter] of [your parents’ names]. While at [your school], [he or she] has been _____ (example: student body vice president, a member of the ski team, and involved in several service projects).

About NASC

The National Association of Student Councils (NASC) provides and promotes professional development and leadership training to student council advisers who, in turn, teach leadership skills to student council members. NASC is dedicated to preparing and empowering student leaders to better serve their schools and communities. For more information, visit www.nasc.us.

About NASSP

In existence since 1916, the National Association of Secondary School Principals (NASSP) is the preeminent organization of and national voice for middle level and high school principals, assistant principals, and aspiring school leaders from across the United States and more than 45 countries around the world. NASSP's mission is to promote excellence in school leadership. The National Honor Society, National Junior Honor Society, National Elementary Honor Society, and National Association of Student Councils are all NASSP programs. For more information about NASSP, located in Reston, Virginia, visit www.principals.org or call 703-860-0200.

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Editor's Note - For more information about this conference, NASSP, or education issues, contact: Jeanne Leonard, NASSP Public Relations at 703-860-7233 or leonardj@principals.org.