

MIDDLE SCHOOL CAREER DAY

PUBLICITY COMMITTEE

1. Five months before Career Day, finalize your sub-committee, if any.
2. Five months before Career Day, contact the Principal to have an article about Career Day included in his/her next newsletter.
3. Four months before Career Day, take pictures during COIN testing.
4. Two months before Career Day, contact yearbook advisor for yearbook material.
5. Two months before Career Day, contact librarian and/or campus ITS to videotape activities during Career Day.
6. Prepare press release* information and submit it to the **FBISD Community Relations & Partnerships Office**. Deadlines for submitting press release information to submit press release information announcing upcoming campus Career Day Dates:
 - October 31 for Career Days held in December
 - December 12 for Career Days held in January
 - January 6 for Career Days held in February
7. Two weeks before Career Day, prepare write up on Career Day to be included in school newspaper.
8. One week before Career Day, verify that yearbook advisor and ITS/librarian (technical support) will be available on Career Day.
9. After Career Day, prepare newsletter or press release* with pictures to **send to FBISD Community Relations & Partnerships office** for submission to local media outlets.
 - Picture of Kickoff Speaker/Activity
 - Picture of Keynote Speaker
 - Random Pictures of Breakout Speakers Interacting With Students
 - Picture of Principal with Speakers
 - Pictures of Volunteers
 - Picture of NJROTC

* ***Do not send press release to local media outlets directly.***

Forward press release information to Keryn Miles and copy Mel Morgan in the Community Relations & Partnerships office.