**The following is a guide to help you write your press release. Personalize it how you want. Here are a few tips about sending a press release.**

* Email is preferred. Copy the text into the body of the email (not an attachment) and make the subject something like - Local teens present …… at ….,
* If you fax the press release, do not use a cover letter. All of your contact information will be on the press release.
* You can attach a picture (jpeg is best). If you attach a picture, add information at the bottom of the press release to say a photo is attached. Then add the School Name and names of individuals left to right (specific top row, etc.)
* You may want to send this to your local paper and your school/district media relations person.

**For immediate release:** Date

Media Contacts:

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**\_\_\_\_\_\_\_\_ Student Council’s \_\_\_\_\_\_\_ Named Top Video Winner at State Conference**

\_\_\_\_\_\_\_\_\_, a \_\_\_\_\_\_\_\_\_ Student Council video earned top honors at the Texas Association of Student Councils (TASC) Annual Conference. Only ten high schools and five middle-level councils earned this honor.

TASC is the largest student council association in the world, and the videos recognized at its conference represented the most outstanding videos submitted from across Texas.

The theme for video submissions was Lead with Heart. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(video) \_\_\_\_\_\_\_\_\_\_\_\_explain what video was about.

Add a quote from someone who helped produce the video, someone who was in it, ..or your principal, etc.

Student Councils across Texas positively impact their communities, schools, and peers through the activities they host and the projects they complete. \_\_\_\_\_\_\_\_\_ Student Council is particularly proud of “\_\_\_\_\_\_\_\_\_\_” said, \_\_\_\_\_\_.

“As student councils members across the state of Texas cross the stage to pick up their diplomas, more and more will be moving on to college and careers with a commitment to public service, civic participation, and the knowledge that they make a difference in their communities and their lives through service to others and participation in the democratic process," said Terry Hamm, Director of Texas Association of Student Councils. “I am constantly amazed at the contributions made by high school student council members under the guidance of exceptional Student Council advisors. Congratulations to these councils and their students for their dedication to service and commitment to improving their schools, communities, and world. These students embody TASC’s dedication to student voice, engagement, and leadership.” Substitute a quote or add one from an advisor here if wished.

These young people develop proven skills in team building, problem-solving, project planning, and decision-making. Student council members serve their communities through their co-curricular activities while strengthening their academic and civic skills. “I loved working on this video (or project portrayed in the video) because \_\_\_\_,” says \_\_\_\_\_\_\_\_, a student at \_\_\_\_\_\_\_ school.