IMPLEMENTATION: Conducting Community Outreach

There are great stories just waiting to be told about your school or organization's LGBTQ video storytelling project. There are also many benefits to having students act as spokespersons and ambassadors for their project. A historic learning project at your school or organization presents a perfect opportunity for you to seek positive publicity and to attract new collaborators in your local area.

Newsworthy Topics:

- Special initiatives that support and benefit student learning
- New and innovative academic programs
- Volunteer activities that impact learning
- Business partnership activities
- Regional, state, and national honors, awards, and achievements

Suggestions for Community Outreach:

- Contact the editor of your school or organization’s newsletter about your project.
- Contact your school district's Public Relations or community affairs representative. If there is a district newsletter that goes to parents and community members, suggest that an article be included about your project.
- Get on the agenda to present your project at your school's parent-teacher organization meeting.
- Get on the agenda to present your project at a local School Board meeting.
- Hold a special event at your school or organization to talk about your project and invite parents and the public to attend.
- Contact your local library and offer to do a presentation about your project.
- Contact the teacher education department of your local universities and invite them to learn more about your project.
- Have your students take the show on the road by visiting a local Senior Citizens Center, the City Council, or the Rotary Club to show them your project.
- Be sure to alert the media in advance by sending them a Press Advisory.