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January 11, 2017

M E M O R A N D U M

TO: City and County Superintendents of Education

FROM: Michael Sentance
State Superintendent of Education

RE: Alabama Career and Technical Education Month Communication Plan

The Alabama Career and Technical Education (CTE) Month Communication Plan has been created to help you in your efforts to obtain positive media coverage and public exposure for your programs. The promotional ideas in this document are suggestions that will help you create awareness for CTE Month in your community.

This year, Alabama's CTE Month celebration is scheduled for February 1-28, 2017.

When planning your 2017 CTE Month events, it will be important for you to reach out to all of the different stakeholder groups and communication audiences available:

- Newspaper, Radio, and Television Media
- Current and Prospective Students
- Parents
- Local Community Residents
- Elected Officials
- Business Professionals

Every community in our great state is different and there are unique celebration ideas that will work well in your individual school system. Be creative and open to providing a wide range of interesting activities.

MS/PCC/EC

Attachment

cc: City and County Career and Technical Administrators
Grades K-12 School Principals

FY17-4003

ALABAMA STATE DEPARTMENT OF EDUCATION

Alabama Career and Technical Education

2017 CTE Month Communication Plan

Learning that works for Alabama
CTE™

"Celebrate Today, Own Tomorrow!"

February 1-28, 2017

CTE Month in Your Community…

How will you celebrate CTE Month in your community?

As part of any staff and student recognition, this month-long event will add spirit and strengthen school morale. This year's theme is *"Celebrate Today, Own Tomorrow!"* Consider making the following activities part of your celebration:

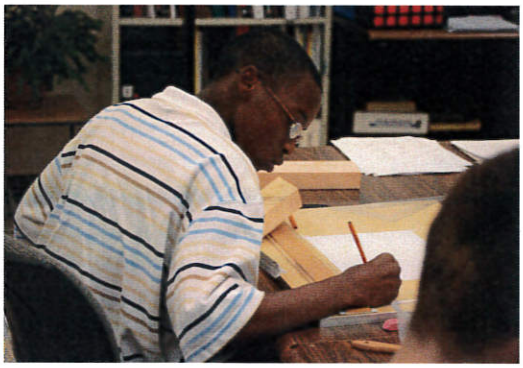
- Encourage your elected representatives, superintendents, mayors, city managers, county executives, and school system principals to designate February 1-28 as CTE Month in your community.
- Use a special message promoting CTE Month when you answer your telephones.
- Encourage students, parents, local business professionals, teachers, and others to visit and use your CTE-related websites and online resources.
- Display your CTE materials and posters in your schools.
- Review and use the sample proclamation provided. The proclamation signing ceremony or recognition event can serve as a photo and media opportunity.
- Consider using radio public service announcements (PSAs). Distribute your PSAs to every radio station in your community.
- Contact local television reporters. Ask them to air stories in February and beyond about your programs and CTE. Offer to be an on-air expert. Radio producers may ask you to appear in interviews to provide education and business-related information.
- Encourage local merchants to announce the dates of CTE Month on their marquees, in-store broadcast systems, electronic signs, and cash register receipts. Ask local businesses (shopping malls, grocery stores, restaurants, retail stores, etc.) to display CTE posters and brochures. Ask shopping mall management to sponsor a career fair, make room for an exhibit, or provide space for a "questions and answers about career and technical education" table or booth.

Resources and materials included in your CTE Month Communication Plan packet are:

- "How to get Positive Exposure and Media Coverage" Resource Document
- 2017 CTE Month sample events calendar
- One sample news release
- One sample proclamation
- Social media ideas

Also, consider making the following a part of your Alabama CTE Month celebration:

- Job Shadow Day
- Career Technical Student Organization (CTSO) Events and Activities
- Social Media Advocacy Day
- National Entrepreneurship Week
- Alabama College Application and Financial Aid Month



How to Get Positive Exposure and Media Coverage

What Is News?

Reporters and editors are concerned with informing the public of events and issues that affect their media outlet's target audiences. For something to have news value, it must, in the eyes of the news media, have impact on the general community. If it is important to the public, it is important to the media. The essential elements of news value are timeliness, local appeal, and interesting subject matter. Ask yourself the following questions about CTE Month and your programs:

1. What is the significance of your program's services or special events to the general public?
2. When education news breaks, is there an angle related to your program or to the profession in general?
3. Are you an expert in that area?
4. How does your expertise, special event, or unique service help the community?
5. Are trends in society reflected in your CTE programs and schools?

There are several kinds of coverage:

News—usually noting conflict or change

Features—usually stories of human interest or news that are not time limited

Editorials—usually coverage by the media that takes a stand on an issue of relevance to the general public or to a particular constituency

Op-Eds—also opinion-oriented, but generated by people not associated with the media

Where Do I Begin?

Get started by reading publications that cover issues in which you are interested, by watching and listening to news broadcasts, and by becoming familiar with the reporters covering education issues. After doing this, you will easily be able to develop a **list of media targets**.

Cut the job down to your size. If you have only one day a month to work on your public relations/communication program, you need to set your sights for a small-scale result.

If your stories are local, concentrate only on local media. If your story warrants regional or national coverage, be prepared to give your campaign quite a bit more time.

How Do I Develop a Media List?

If you are concentrating your public relations/communication program in a small local area, you should be able to develop a media list by calling the newspapers and the television and radio stations in the community and inquiring about the reporters who cover the education "beat." If you are initiating a regional or national media campaign, you should consult a media directory. One easy way to decide which directory is right for you is to look at the ones available in your local library. Sometimes local organizations, the chamber of commerce, or the convention bureau has developed a media directory. You can find out if your area has one by calling a local public relations firm.

Whether you use a national directory or a local one, you will have to check all contact names before sending information or making a call to pitch a story. Editors and reporters change frequently, and a news release sent to the wrong reporter usually ends up in the trash. Simply call the media outlet and ask who is covering your issue area. For schools, the typical issue area is education, but your issue could apply to the metro or business sections. Remember that there are many news outlets at your disposal. Do not overlook these important sources:

- Television stations have local news programs, editorial opinions, "talk back" opportunities, public affairs programs, one-on-one interview shows, and public affairs specials. Community cable stations can offer local news programming, community access channels, and public affairs programming. Public television stations provide local news programming as well as a diverse mix of locally produced public affairs programming.
- Radio formats include all-news stations, radio talk shows, public affairs programming, and editorial comments.
- Newspapers have numerous reporters covering specialized issues for the main news section, editorial page editors, op-ed opinion pieces, letters to the editor, the business section, consumer reporters, and "style" sections offering soft news.

Basic Media Tools

News Releases
A news release is an up-to-the-minute summary of the importance of your news. Include who, what, when, and details of why and how. See the sample release in this information packet.

Copy onto school letterhead and substitute your own information and names. If possible, include photos of students preparing for a special event that you have planned. Be sure to attach a separate sheet for each photo, explaining what students and participants are doing.

Don't forget your own school newspapers, newsletters, and other special publications.

Also, remember when using photographs of students, in most cases, **you may need a signed release form** from a parent. Your school system's student handbook may cover this requirement. Contact the appropriate person in your system for more information.

Often when your news is not pressing or significant enough to warrant a news conference or media briefing, you should still send out a news release. Keep in mind, however, that newsrooms are inundated with news releases. The average editor may receive several hundred news releases a week. Although no precise data have been collected, general opinion and observation indicate that only **10 to 20 percent of news releases submitted to the media are used**.

If the news release is to survive as a conveyer of information, it must be issued with discretion--only if the information is really news. Your news release must be written as skillfully as possible and directed to the appropriate person.

Mail, fax, e-mail, or hand deliver by **January 27**. Locally, you'll greatly increase your coverage if you deliver your information to the appropriate contact in person.

Public Service Announcements (PSAs)
PSAs are brief messages that provide helpful information to the public, solicit support for a particular cause, and/or offer an organization's free services. Unlike paid advertising, **PSAs are carried free of charge by publications, radio, and television stations in an effort to educate an audience** and to encourage people to participate. Your PSAs should be sent to your local radio and television stations in advance for possible airing during and after your local CTE Month activities.

Guidelines for Placing Op-Eds
Many newspapers provide a forum for opinions opposite the editorial page ("Op-Ed") that addresses issues of concern to your community. Pitch letters can be effective tools to propose an op-ed column to a publication. When your local programs, education association, or schools are involved with and has a point to make on a major, newsworthy issue (such as trends in career and technical education), the op-ed page provides you with the chance to illustrate the value of the profession. Papers will occasionally publish a philosophical piece that may comment on a continuing problem, such as funding of education or an observation on society.

Send your pitch letter first to a handful of editors with the op-ed outline and then follow up with a call. In a pitch letter, you should indicate the subject matter and proposed author. Although you could simply send out the op-ed piece to all the editors on your media list with a pitch letter, it is better to approach them first so you can tailor the piece to a specific publication's needs.

Here are five general steps to follow when preparing an op-ed:

1. **Find opportunities.** Review all publications in your region to determine which ones accept op-eds and which formats are preferred. Are they generally about current social issues? Are they in a pro/con format?
2. **Decide on a topic.** In general, try to relate your topic to a current issue. Samples include the role of the educator in the school system and the reasons why career and technical education has to be an important part of the education agenda.
3. **Approach editors.** Send a pitch letter to appropriate editors outlining the proposed topic and author. If you have established a relationship with a particular editor, make a call instead of writing. Keep in mind that the person whose name appears on the op-ed need not be the person who wrote it. The byline should be that of a person prominent in your organization, community, or with recognized expertise or specialty.
4. **Prepare a draft.** Op-eds require a good deal of work to make a comment or to state a view on a current issue convincingly and should not be undertaken unless there is some indication that there is interest. With a positive or encouraging reply, it then can be worthwhile to undertake and submit a draft op-ed. The average op-ed should run about 750 words (approximately three, double-spaced, typed pages), and the byline should include the author's current professional position. In addition, be certain to identify the author as an educator, if appropriate.
5. **Submit a draft.** Adhere to deadlines. If you promise an editor you will have a draft by a certain date, do so. Remember, an interest in reviewing an op-ed does not necessarily mean the publication will use the piece, even if it is particularly well written. You may have to adapt the op-ed to the editor's wishes or to provide back up for points you make in the piece. If the editor ultimately declines the piece, try reworking it and begin the entire process again. Persistence is the key.

Keep in mind that some large newspapers may ask that an op-ed piece be on an exclusive basis, meaning no other publication can simultaneously print the piece. Smaller papers generally accept multiple submissions, as long as competing papers in the same city do not run the same pieces. Check each publication's particular policy.

Media Kits

Media kits are important tools when dealing with the media. If compiled correctly, they can be used to package an issue—complete with accompanying graphics, sidebars, and other background materials. They are essential at a news conference or special event.

Media kits are also easy and inexpensive to prepare. Include items in the kit that reinforce your story, such as other news clips about the project, photos, pertinent news releases, fact sheets (with career and technical education documented statistics, for example) and brochures. Place these items in a folder with pockets. These folders should identify your local organization or school. You can choose to have folders printed or to use stickers with your name and logo. Include your business card.

Additional Information

Social Media

There are several new ways to communicate the positive impact that your local CTE programs are having on your community:

- *Twitter*: *Share Your Story in 140 Characters or Less*. Direct your message to legislators and other key community leaders and stakeholders.
- *Facebook*: Write your story about the positive impact of your programs on your legislator's Facebook wall. Also, post it on your own wall/status area.
- *Blog*: Share your experiences on your school and local community blogs.
- *Video*: Post videos about your programs on *SchoolTube* or *YouTube*.

Consider using some of the following *sample tweets, Facebook messages, and blog ideas* from the Association for Career and Technical Education (ACTE) to spark your creativity!

Sample Messages for Twitter

- Want to grad students w/ college & career-ready skills? CTE engages students & helps them understand & apply academics #careerteched
- CTE funding necessary to build qualified workforce for high-demand, high-quality jobs & keep America's economy moving #careerteched
- Cuts to CTE programs reduce # of educated, skilled workers when nation needs to create jobs, rebuild economy #careerteched
- CTE ensures students have academic, technical & employability skills necessary for true career readiness #careerteched
- CTE prepares students with college- and career-ready skills to be successful in today's economy #careerteched
- CTE programs are critical to keeping economy moving in the right direction #careerteched
- Rigorous academics, 21st century skills & CTE strategies are impt ways to bridge gap btw academic, employability & tech skills #careerteched

- CTE plays a critical role in educating America's future workforce #careerteched
- America's economy and job growth depends on #careerteched

Sample Messages for Facebook

- Career and technical education engages students in the classroom and helps them to understand and apply academics, which is essential to graduating students who are effective in the workplace and keeping the U.S. economically competitive.
- CTE offers 14.4 million students a wide range of careers in entrepreneurship, automotive, architecture, carpentry, medical, food and fiber production, agribusiness, culinary arts, management and life skills, marketing, technology, and engineering.
- CTE students are significantly more likely than their non-CTE counterparts to report that they developed work-related, problem solving, project completion, research, math, college application, communication, time management, and critical thinking skills during high school.
- Rigorous academics, 21st century skills and CTE strategies are important ways to bridge the gap between academic, employability & technical skills.

Consider posting your school system's CTE-related accomplishments and stories on your legislator's Facebook wall.

Blog Ideas: Teachers and Community Leaders

- Tell readers how your school system uses CTE programs to positively impact your community. For example, your local program has partnered with a postsecondary institution to implement a new program to encourage more males to enter health care careers. Because of this program, you have been able to train 30 more students each year and students from this program have a 95 percent success rate of landing a job. Outline the impact this has on your community, the return on investment CTE has in your state, and how the program is helping the economy and building a qualified workforce.
- CTE's impact on reducing the dropout rate and helping students continue on to postsecondary institutions or training.
- Tell readers how you develop new CTE programs that are filling workforce needs.
- Tell readers why you are a CTE educator.
- Tell readers about your favorite CTE classes to teach.

Students

- Tell readers why you are a CTE student and the impact CTE has had on your education and career.

- Tell readers about the best CTE classes you've taken.

- Discuss the impact of CTE in your life including: technical and employability skills, how you are college- and career-ready, your involvement with Career and Technical Student Organizations, and how CTE courses effectively teach students the academic skills to be successful.

Sample Facts Sheet

NATIONAL PRESPECTIVE: *FACTS ABOUT CAREER AND TECHNICAL EDUCATION*

- There are more than 14 million secondary and postsecondary career and technical education students in the United States. Career and technical education is offered in middle school, high school, and at postsecondary institutions nationwide.

- Career and technical education covers a wide range of career areas: entrepreneurship, automotive, architecture, teaching and education, carpentry, nursing, dental, medical technicians, food and fiber production, agribusiness, culinary arts, business management, communication, marketing, technology, engineering, and much more.

- Career and technical education prepares students for a wide range of careers that require varying levels of education – high school diplomas, postsecondary certificates, two- and four-year college degrees, and advanced academic credentials (master's and doctoral).

- Healthcare occupations are expected to make up seven of the nation's upcoming "top 20 fastest growing occupations."

- Individuals with CTE-related associate degrees or credentials will more than likely earn an average of $5,000 to $15,000 more a year than those with humanities or social science degrees – and those with credentials in high-demand fields such as healthcare can average almost $20,000 more a year.

- CTE students are significantly more likely to report that they developed *excellent* problem-solving, research, math, communication, and time management skills in high school (than their non-CTE counterparts).

- According to the U.S. Department of Education, Office of Vocational and Adult Education (OVAE), one-third of college students are involved in CTE-related programs.

Effective Techniques for Communicating Through the Media…

Speak with media representatives who cover education issues. When an education or business issue in your field of expertise is reported in the media, offer yourself as an authoritative interview source (if appropriate). Building a presence with the media is a gradual process. Do not become discouraged if your first few attempts are turned down. Once you have established a relationship with a reporter, provide information from this packet, which reporters can use as background information for an article on CTE. Ask the reporter to do an education story during February and mention our CTE Month campaign.

Appear on public affairs television or radio programs. When you have established an ongoing relationship with a particular producer, you could ask to appear on a TV or radio public affairs segment. Use the information from this website to provide yourself with background information for the segment. In some cases, the TV or radio producer may ask you to appear to provide education information.

For future celebrations, consider *holding a "CTE Month Call-in Hotline."* If you are a member of a local or state education organization, ask your colleagues if they would be interested in staffing a hotline and responding to specific questions from the public on education issues. If your colleagues agree, approach a local newspaper or TV station and ask them to sponsor the hotline by providing facilities and phone lines for your teachers.

The newspaper or TV station can run stories in advance promoting the hotline to the public and offer on-the-spot or post coverage of the event. Organizing a hotline may require planning in advance, but it can be a rewarding way to reach a large audience.

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Sample News Release

FOR IMMEDIATE RELEASE
January xx, 2017

CONTACT: Your Name or Media Liaison
(000) 000-0000; e-mail address

[Name of City/County/School System/School]CELEBRATES ALABAMA CAREER AND TECHNICAL EDUCATION MONTH

CITY, Ala.-- Students and faculty in the **[number]** career and technical education programs in **[your school system]** will celebrate Alabama Career and Technical Education (CTE) Month on February 1-28, 2017.

Among the special activities scheduled are **[name/time/date/place of events open to the public]**. This month-long celebration will emphasize the role of career and technical education in the future career success of students and its importance to their academic achievement.

"We hope to have a crowd of interested community residents at each of the special activities we have planned," said **[name],** Career and Technical Education Administrator for the **[system]** School System. "We want them to see the level of skills students gain here and how, working with people from the business community, we're preparing young people to be productive career professionals and community leaders."

Currently, two out of every three high school students in Alabama participate in a career and technical education program. These students have an opportunity to explore their career options in more than 300 courses, earn advanced diplomas, and receive college credit.

In 2003, the Alabama State Department of Education announced that its Business and Industry Certification (BIC) process used to certify career and technical education programs for industry compliance had been awarded certification from the International Organization for Standardization (ISO). The Alabama State Department of Education is one of the only state-level education agencies in the U.S. to receive this certification.

According to the Association for Career and Technical Education, research shows that many of the country's fastest-growing occupations require the technical, communication, time management, and leadership skills taught in America's career and technical education programs.

Research also shows that among high school graduates entering the workforce, those with a technical education background earns more than those without this advantage.

To learn more about Alabama CTE Month or any of the activities taking place during this special event, contact **[your job title]**, **[name]**, at **[phone]** or **[e-mail]**.

Sample Proclamation

Office of the [Governor/Mayor/Superintendent]
[State/City]

Proclamation

WHEREAS, the Alabama State Department of Education and national educational organizations have proclaimed February 1-28, 2017, as Career and Technical Education Month; and

WHEREAS, profound economic and technological changes in our society are rapidly reflected in the structure and nature of work, thereby placing new and additional responsibilities on our educational system; and

WHEREAS, career and technical education programs in the **[Your System]** School System have become a rigorous, progressive, and vital part of the total educational system, which is committed to providing students with rewarding opportunities to learn valuable career and life skills; and

WHEREAS, career and technical education programs in the **[Your System]** School System are successfully partnering with domestic and international business and industry to ensure that students are equipped with the advanced communication, time management, and leadership skills required for lifelong career success; and

WHEREAS, career and technical education programs in the **[Your System]** School System are continually providing students with opportunities to gain invaluable hands-on experience through apprenticeships, internships, and cooperative education programs; and

WHEREAS, career and technical education programs in the **[Your System]** School System have shown a genuine commitment to preparing students for their "lives after high school" by providing them opportunities to earn advanced diplomas, explore their individual career options, and receive college credit; and

WHEREAS, two out of every three high school students in Alabama currently participates in a career and technical education program; and

WHEREAS, career and technical education programs in the **[Your System]** School System are committed to recruiting highly qualified and focused educators who are dedicated to ensuring that *no child will be left behind*; and

WHEREAS, the mission of career and technical education teachers in the **[Your System]** School System is, "to provide resources and services, which enable students success in life and work;" and

WHEREAS, the ever-increasing cooperative partnerships of career and technical educators and business/industry professionals are stimulating the growth and vitality of our local economy and that of the entire state by preparing graduates for career fields forecast to experience the largest and fastest growth in the next decade:

NOW, THEREFORE, I, (_____, _____) of_____,
name title town/county
do hereby proclaim February 1-28, 2017, as

Career and Technical Education Month

in _____and urge all residents to become familiar with the services and benefits town/county offered by the career and technical education programs in this community and to support and participate in these programs to enhance their individual work skills and productivity.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused to be affixed the Great Seal of the (City/County/School System) of _____ this day of _____, 2017.

2017 CTE Month Event Calendar

National and State Career and Technical Education Month
February 1-28, 2017

January

One Month from the Beginning of CTE Month

- Review CTE Month Communication Plan packet and materials.
- Submit your radio PSAs to local stations for airing during CTE Month.
- Send your television PSAs to local stations, cable affiliates, etc., for airing during CTE Month.
- Review sample CTE Month Proclamation provided in packet.
    - Revise sample proclamation to your specifications.
    - Contact and submit proclamation and/or information to the mayor's office, local superintendent, school board, education associations, etc., for consideration.
- Review sample news release. Revise and modify sample news release to your specifications. ***Save and hold news release.***
- Submit CTE Month information to local radio and television stations, community newspapers, magazines, and Websites for inclusion in community calendars.
- Contact local radio stations. Set up interviews for morning talk shows, live remotes, news interviews, phone interviews, etc.
- Contact local television stations. Set up news coverage, interviews, talk show appearances, telephone interviews, etc.
- Contact local newspapers and magazines. Set up CTE Month news and event interviews. Set up student and teacher interviews with reporters.
- Contact school newspapers.
- Contact local businesses, civic groups, churches, etc., and ask to have CTE Month information placed in bulletins, newsletters, and on marquees.
- Send invitations to local business professionals, superintendents, school board members, public officials, and community residents about CTE Month events, open houses, career fairs, etc.

- Contact local businesses, civic groups, churches, etc., and ask to display CTE materials, brochures, posters, and contact information.

- Officially mail, fax, and e-mail news release to all local newspapers, radio and television stations, and other media outlets before CTE Month kickoff – **WEDNESDAY, FEBUARY 1, 2017**.

- Check the status of proclamation/pickup when completed – **TUESDAY, JANUARY 24, 2017**.

February

- Display all CTE posters and materials – **WEDNESDAY, FEBRUARY 1, 2017**.

- Follow up with reporters and media to find out if any additional information is needed about CTE Month and your local programs for news articles and interviews.

One week from the beginning of CTE Month (January 23-27)

- Re-contact and confirm all interviews, dates, and scheduled times with media.

- Finalize all CTE Month event and program schedules.

The last week of CTE Month (February 20-24)

- Send "thank-you" letters and responses to all businesses, community leaders, residents, etc., that participated and contributed to CTE Month activities.

- Write articles about your CTE Month activities to include in newspaper, magazines, and other publications in your community.

Additional Information

If you have any additional questions or comments about Alabama CTE Month, please contact Ed Crenshaw, Alabama CTE Information Specialist, at 334-353-5220 or ecrenshaw@alsde.edu.

Example RESOLUTION/PROCLAMATION

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RESOLUTION PROCLAIMING FEBRUARY 1-28, 2017 AS CAREER AND TECHNICAL EDUCATION MONTH

WHEREAS, the Alabama Department of Education and National Educational Organizations have proclaimed February 1-28, 2017, as Career and Technical Education Month; and

WHEREAS, profound economic and technological changes in our society are rapidly reflected in the structure and nature of work, thereby placing new and additional responsibilities on our educational system; and

WHEREAS, career and technical education programs in the *Alexander City School System* have become a *rigorous*, *progressive*, and *vital* part of the total educational system, which is committed to providing students with rewarding opportunities to learn valuable career and life skills; and

WHEREAS, career and technical education programs in the *Alexander City School System* are continually providing students with opportunities to gain *invaluable* hands-on experience through cooperative education programs; and

WHEREAS, career and technical education programs in the *Alexander City School System* have shown a genuine commitment to preparing students for their "lives after high school" by providing them opportunities to *earn* advanced diplomas, *explore* their individual career options, and *receive* college credit; and

WHEREAS, career and technical education programs in the *Alexander City School System* are committed to recruiting highly qualified educators who are dedicated to ensuring that all students are both college- and career- ready;

THEREFORE, BE IT RESOLVED: That the *Alexander City Schools* join with the Alabama State Department of Education and National Educational Organizations in declaring the month of February 2017 as CAREER TECH MONTH in the *City of Alexander City*.

2017 SAMPLE ANNOUNCEMENTS

- February is Career and Technical Education Month in Alabama. Open houses, career fairs, and other special activities have been scheduled statewide. For more information about CTE Month activities in our community, call [**PHONE NUMBER**] or visit [**WEBSITE**].

- February is Career and Technical Education Month in Alabama. Open houses, career fairs, and other special activities have been scheduled statewide. This year's celebration *theme is*, *"Celebrate Today, Own Tomorrow!"* For more information about CTE Month activities in our community, call [**PHONE NUMBER**] or visit [**WEBSITE**].

- February is Career and Technical Education Month in Alabama. According to the *Labor Monthly Review*, nearly one-third of America's fastest-growing occupations and careers will require a postsecondary degree and specialized credentials. The skills that Alabama's students are learning in career tech are a great start for their futures. For more information about CTE Month activities in our community, call [**PHONE NUMBER**] or visit [**WEBSITE**].

- February is Career and Technical Education Month in Alabama. Open houses, career fairs, and other special activities have been scheduled statewide. Currently, two out of every three high school students in Alabama participate in a career tech program. The theme for this year's month-long celebration is, *"Celebrate Today, Own Tomorrow!"* For more information about CTE Month activities in our community, call [**PHONE NUMBER**] or [**WEBSITE**].

**Additional information* - Link to great student videos and CTE Month PSAs from across the nation: http://www.acteonline.org/ctemonth_videocontest/#.WFw6eq32acw

January 2017

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	*2*	*3*	*4*	*5*	*6*	*7*
8	9	10	*11*	*12* *Review and revise sample news release. Review and revise sample proclamation.*	*13*	*14*
15	*16*	17 Contact newspaper, radio, and television. *Set up interviews*. Submit information to community calendars.	*18* Contact school newspapers, businesses, churches; *Bulletins/Marquees.*	*19* Send CTE Month event invitations, and display your materials and posters.	*20* *Submit radio and television PSAs.*	*21*
22	*23*	24 Send out CTE Month news release. Check status of CTE Month proclamations.	*25*	26	*27*	*28*
29	*30*	*31*				

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February 2017

Sun	Mon	Tue	Wed	Thu	Fri	Sat
The Week Before Your CTE Month Celebration • Confirm all interviews, dates, and scheduled times with media. • Finalize all CTE Month event and program schedules.			*1*	*2*	*3*	*4*
5	*6*	*7*	*8*	*9*	*10*	*11*
12	*13*	*14*	*15*	*16*	*17*	*18*
19	*20*	*21*	*22*	*23*	*24*	*25*
26	*27*	*28*	***The Week After CTE Month Celebration*** • Follow up with reporters and media. • Send "thank-you" letters and write CTE Month articles.			CTE™ Learning that works for Alabama