

Publicity Committee

Revised 3/25/15

Section A – Policy Information:

It is the policy of the publicity committee to publicize Area/Regional High School Science Fairs, the Citywide Science Fair and the results of those Fairs along with the IJAS and ISEF results.

Section B – Procedural Timeline:

One week before each High School Area Fair

Prepare a ‘Media Alert’ and have the CPS Office of Communications send it to the newspapers in the area served by the schools participating in the Area Science Fair. See Appendix for sample – page 1 is media alert, pages 2 – 4 are the additional material sent to the Area Chairpersons.

Follow up with one or more calls to the major media in each area.

One month before the City Fair

Meet with CPS Office of Communications, MSI publicity and ComEd’s publicity people (contact Paula Conrad [Paula.Conrad@ComEd.com] at ComEd for information) and to arrange publicity for the City Fair.

Attempt to obtain television spots to highlight some of our outstanding projects from the previous year through CPS, MSI and/or ComEd’s people. Work with the Executive Director to recruit the students to appear on whatever spots have been arranged.

Provide media alert details to CPS, MSI and/or ComEd.

The week of the Fair

Provide liaison between the media, CPS, MSI, etc. and the various committees and the Executive Director to obtain the best coverage of all of the events.

The Friday of the Fair

Escort the media around the Fair, highlighting some of the more outstanding and/or visually attractive projects. Help the Executive Director satisfy media requests. NOTE: **all** on site media must be coordinated with Julie Parente, MSI Director of Communications.

Awards day

Provide a press release in cooperation with CPS and MSI highlighting the students selected to attend IJAS and ISEF. Attempt to get media interviews for these awardees.

The day after IJAS and ISEF

Produce a press release in cooperation with CPS highlighting the awards CPS students received at each of these events.

Section C – Resources and References:

CPS office of Communications – (the contact changes annually), 125 S. Clark St., 773-553-1620,

E-mail: ????@cps.edu

Museum of Science and Industry – Julie Parente, Media Coordinator, Museum of Science & Industry, 57th and Lake Shore Drive, Chicago, IL 60637, 773-753-1393, E-mail: julie.parente@msichicago.org

Getting on the Air & Into Print published by The Community Media Workshop at Columbia College, 600 S. Michigan Ave., Chicago, IL 60605, 312-344-6400

Publicity Committee

Roy Coleman, Chair

Retired

Home 773-493-2517

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Confidential Science Fair Information – Publicity Committee

None



Chicago Public Schools **Student Science Fair, Inc.**

Media Alert

What: Chicago Public Schools' Area 19 & 20 Student Science Fair.

When: January 21, 2005 from 9:00 a.m. to 1:00 p.m. The public is invited to view the projects starting at noon.

Where: Northeastern Illinois University, 5500 N. St. Louis Ave

Details: The Chicago Public Schools' Area 19 & 20 Student Science Fair will allow the best science and mathematics students in these two areas to display their research. The top students in this Science Fair will be invited to exhibit their research at the Museum of Science and Industry for the 55th annual City Science Fair in March. Possible awards at the City Science Fair include scholarships, participation in the Illinois Junior Academy of Sciences fair at the University of Illinois in Urbana/Champaign and a large number of special awards and tours.

Contact: Mr. Mark Wollxchlaeger, Coordinator, Prosser High School 773-534-3315
Rita Nelson, CPS Office of Mathematics and Science 773-553-6318

(Items highlighted in yellow will change yearly.)

APPENDIX

January 17, 2005

To: Mr. Mark Wollxchlaeger,
Coordinator
Prosser High School
Mail Run 29

Cc: Rita Nelson, Science Fair Coordinator
Office of Mathematics and Science
Mail Run 80

From: Roy Coleman, Science Fair Publicity Chair
Morgan Park High School
Mail Run 49

Re: Publicity for Area 19 & 20 Science Fair

Attached is a copy of the press release I faxed to the media listed below announcing the area 19 & 20 Science Fair.

Daily Hearld	847-427-1301
Chicago NWSide Press	773-286-8151
Austin Voice	773-889-5168
Lincoln Park Press	773-472-7806
WSNS	773-929-8153
Chicago Parent	708-524-0447
Lawndale News	708-656-2433
Chicago Communicator	773-265-1453
Daily Defender	312-225-5659

After your fair, please provide a list to the above media outlets of those students (name and school) who were selected to advance to the City Fair.

Thanks for your work with the Chicago Public Schools' Student Science Fair.

APPENDIX

January 3, 2005

To: Dr. Anthony Scott, Principal
Austin High School
Mail Run 36

Cc: Rita Nelson, Science Fair Coordinator
Office of Mathematics and Science
Mail Run 80

From: Roy Coleman, Science Fair Publicity Chair
Morgan Park High School
Mail Run 49

Re: Publicity for Area 21 & 22 Science Fair

Attached is a copy of the press release I faxed to the media listed below announcing the area 21 & 22 Science Fair.

WSNS	773-929-8153
Chicago Parent	708-524-0447
Lawndale News	708-656-2433
Chicago Communicator	773-265-1453
Daily Defender	312-225-5659

After your fair, please provide a list to the above media outlets of those students (name and school) who were selected to advance to the City Fair.

Thanks for your work with the Chicago Public Schools' Student Science Fair.

APPENDIX

January 17, 2005

To: Ms. Glennie King, Teacher
Harlan High School
Mail Run 48

Cc: Rita Nelson, Science Fair Coordinator
Office of Mathematics and Science
Mail Run 80

From: Roy Coleman, Science Fair Publicity Chair
Morgan Park High School
Mail Run 49

Re: Publicity for Area 23 & 24 Science Fair

Attached is a copy of the press release I faxed to the media listed below announcing the area 23 & 24 Science Fair.

African American Times	773-568-2275
Southtown	708-633-5999
Daily Defender	312-225-5659
South Shore Scene	773-363-2911
Hyde Park Herald	773-643-8542
Villager	773-233-0869

After your fair, please provide a list to the above media outlets of those students (name and school) who were selected to advance to the City Fair.

Thanks for your work with the Chicago Public Schools' Student Science Fair.