



The Community Relations Department is available to assist you in writing and distributing a press release. Should you want photographs of the event for a school scrapbook or to send to a community newspaper, ask a staff member to take pictures or contact the Graphic Arts Department to see if the photographer is available. You will be charged for photo supplies and developing.

If you are taking your own pictures, black and white, color film or digital can be used. Black and white works best for community newspapers; color works for everything else. If you do distribute photos following the event, remember to attach an information label on the back of the picture. It is also helpful to use the label for a one-sentence description of the event and identification of the people in the picture. Be certain media releases are on file for students who may be pictured. You should also attach a fact sheet or news release.

Refreshments

Refreshments should be light. Unlike every other item in your project budget, refreshments cannot be paid for with school funds. There are different ways to tackle this issue. The decision depends on whether you are offering refreshments only to the VIPs and guests or to the whole ensemble. Some schools serve cookies and punch prepared by their cafeteria staff. Other schools raise funds from the community or their business partner(s) or PTA/PTO to pay for food, or they ask members of the school community to provide for the event. The choice is up to your committee, but remember food is not the main attraction.

Decorations

The right decorations can make your event memorable and provide your committee with a creative outlet. The best items are often those that cost the least and emphasize the event's theme. Student artwork can be used, but remember it may be damaged. It is recommended that special materials be used to create decorations that can be easily discarded or recycled later. Since the decorations serve a limited purpose, it's not a good idea to spend a great deal of money or time on them. Some schools have borrowed plants from high school horticulture programs and returned them after the event. Other schools have made planters or other pieces of art that were later sold as a fundraiser.

Parking

To make community guests feel welcome, designate some parking spaces for these dignitaries and visitors, or minimally, for those who are on the program.

Traffic

If you expect a large crowd, you may want to assign a staff member to help direct traffic and parking. Local law enforcement may also be able to lend a hand. It is suggested that you give local enforcement officers advance notice of the event, so that they can assist with traffic and street parking.