



# *Missouri* **DECA**

*An Association of Marketing Students*

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## **Press Release Kit**

Included in this Missouri DECA Press Release Kit are forms to release to local media for the following conferences and events:

- **Chapter Officer Elections**
- **Fall Leadership and State Officer Elections Conference**
- **State Officer Elections**
- **District Officer Election**
- **District Career Development Conference Winners and State Career Development Conference Advance**
- **State Career Development Conference Winners and International Career Development Conference Advance**
- **International Career Development Conference Winners**

Below are tips when submitting information to local media outlets.

- **These documents are available in Microsoft Word for editing before submitting to the outlets.**
- **Always send a photograph that complements the release if possible. They attract attention and make the article more recognizable. If you submit a photograph, submit it with the actual press release so they are both together.**
- **Be aware that the article appearing in the media may be different than the press release you submitted. Newspapers, especially, prefer a certain style of writing and may not include parts they feel are not important.**
- **Submit all components (news release and photograph) in a timely matter. Media outlets usually only like fresh news.**
- **Since the article will usually be submitted on the local level, be sure to include your contact information (name and telephone) so the media outlet can contact you directly for clarification.**

*The Missouri DECA logo at the top and bar at the bottom of the page are in the Header and Footer, therefore they appear shaded. They will print at their normal colors.*

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# Missouri DECA

*An Association of Marketing Students*

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An Association of Marketing Students  
News Release

For Immediate Release  
(September 2001)

For more information contact:  
Dr. Julie Lyman at 573-751-4367

## **(name of chapter) elects DECA Officers**

The (name of chapter) DECA Chapter of Missouri DECA: An Association of Marketing Students elected officers for the (school year) school year on (date of elections).

Name of Officer	Office Elected

“(Insert quote from chapter president on goals for this year’s chapter),” said (last name of president).

(Insert plans to attend district fall leadership conference and Fall Leadership and State Officer Election Conference)

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# Missouri DECA

*An Association of Marketing Students*

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An Association of Marketing Students  
News Release

For Immediate Release  
October (2001)

For more information contact:  
Dr. Julie Lyman at 573-751-4367

## **Local DECA members attend Fall Leadership and State Officer Election Conference at Lodge of Four Seasons**

LAKE OZARK, Mo – Students of the (name of chapter) Chapter of Missouri DECA: An Association of Marketing Students joined over (number of students attending) high school marketing students at the annual Fall Leadership and State Officer Election Conference held (date of conference) at the Lodge of Four Seasons, Lake Ozark.

Candidates for office were (candidate name) for (position).

Representing the (name of chapter) chapter, (Voting delegate names) served as voting delegates to elect the top four state officers of Missouri DECA. (Screening and nominating committee representative) was a member of the screening and nominating committee for the office of (office nominated for). Leadership academy delegate(s) from the chapter were (leadership delegate name).

In addition to electing the state officers during the conference, students attended leadership development workshops led by DECA advisors from across the state and attended the keynote presentation by (name of keynote speaker).

The students are enrolled in the (program offered: marketing education or cooperative education). This program taught by (name(s) of advisor(s)) provides skills that allow students to prepare themselves for careers.

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*An Association of Marketing Students*

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An Association of Marketing Students  
News Release

For Immediate Release  
October (2001)

For more information contact:  
Dr. Julie Lyman at 573-751-4367

## **Local DECA member elected to state office**

LAKE OZARK, Mo – (Name of officer), a (year in school) at (name of high school) was elected Missouri DECA (position) at the Fall Leadership and State Officer Election Conference held at the Lodge of Four Seasons, Lake Ozark, (date of conference).

(Last name of officer) was one of (number of candidates) for the office that completed a series of steps in the election process. After completing an application (he/she) took an objective test, campaigned at the candidate reception, appeared before the screening and nominating committee that interviewed candidates and delivered a three-minute speech before the group of voting delegates that represented chapters from across the state.

The Missouri DECA State Action team is composed of one president, one vice president, one secretary, one reporter and 12 district vice-presidents. Officers will work with state advisors and state officer advisors while attending training conferences, planning conferences and career development conferences throughout the year. They will also complete a program of activities that reflects the four points of the DECA Diamond: social intelligence, civic consciousness, vocational understanding and leadership development.

(Insert other DECA-related achievements)

(Last name of officer) is enrolled in the (program offered: marketing education or cooperative education). This program provides skills that allow students to prepare themselves for careers. (Last name of officer) is currently participating in an internship at (name of business) which is supervised by (name of teacher), the coordinator of the program.

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(Last name of officer) is the (son/daughter) of (parents' names).



# Missouri DECA

*An Association of Marketing Students*

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An Association of Marketing Students  
News Release

For Immediate Release  
(October 2001)

For more information contact:  
Dr. Julie Lyman at 573-751-4367

## **Local DECA member elected District Vice President**

(Name of officer), a (year in school) at (name of high school) was elected Missouri DECA District (number) Vice-President at the District Fall Leadership Conference held at (location of conference) (date of conference).

(Last name of officer) was one of (number of candidates) for the office that completed a series of steps in the election process. After completing an application (he/she) took an objective test, campaigned at the candidate reception, appeared before the screening and nominating committee that interviewed candidates and delivered a three-minute speech before the group of voting delegates that represented chapters from across the district.

The Missouri DECA State Action team is composed of one president, one vice president, one secretary, one reporter and 12 district vice-presidents. Officers will work with state advisors and state officer advisors while attending training conferences, planning conferences and career development conferences throughout the year. They will also complete a program of activities that reflects the four points of the DECA Diamond: social intelligence, civic consciousness, vocational understanding and leadership development.

(Insert other DECA-related achievements)

(Last name of officer) is enrolled in the (program offered: marketing education or cooperative education). This program provides skills that allow students to prepare themselves for careers. (Last name of officer) is currently participating in an internship at (name of business) which is supervised by (name of teacher), the coordinator of the program.

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(Last name of officer) is the (son/daughter) of (parents' names).



# Missouri DECA

*An Association of Marketing Students*

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An Association of Marketing Students  
News Release

For Immediate Release  
(February 2001)

For more information contact:  
Dr. Julie Lyman at 573-751-4367

## **Local DECA members compete at district career development conference**

Students of the (name of chapter) Chapter of Missouri DECA: An Association of Marketing Students joined over (number of students attending) high school marketing students at the annual district career development conference held (date of conference) at (location of conference).

Students receiving recognition of individual ability and achievement at the district level were

Name of individual student or students on team	Event and Place

These students will advance to state level competition at the Missouri DECA State Career Development Conference that will be held (date of conference) at the (location of conference).

DECA competitive events are designed to contribute to the development of competencies needed for careers in marketing, management and merchandising, to motivate students to assume responsibility for self-improvement and self-discipline, to assist students in acquiring a realistic self-concept through individual and group activities and to provide visibility for the educational goals and objectives of marketing education.

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# Missouri DECA

*An Association of Marketing Students*

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An Association of Marketing Students  
News Release

For Immediate Release  
(March 2001)

For more information contact:  
Dr. Julie Lyman at 573-751-4367

## **Local DECA members compete at state career development conference**

Students of the (name of chapter) Chapter of Missouri DECA: An Association of Marketing Students joined over (number of students attending) high school marketing students at the annual state career development conference held (date of conference) at (location of conference).

Students receiving recognition of individual ability and achievement at the state level were

Name of individual student or students on team	Event and Place

(Name of student) attended as a leadership delegate and (Name of student) attended as the Missouri DECA State (name of office).

These students will advance to international level competition at the International DECA Career Development Conference that will be held (date of conference) at the (location of conference).

DECA competitive events are designed to contribute to the development of competencies needed for careers in marketing, management and merchandising, to motivate students to assume responsibility for self-improvement and self-discipline, to assist students in acquiring a realistic self-concept through individual and group activities and to provide visibility for the educational goals and objectives of marketing education.

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# Missouri DECA

*An Association of Marketing Students*

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An Association of Marketing Students  
News Release

For Immediate Release  
*(April 2001)*

For more information contact:  
Dr. Julie Lyman at 573-751-4367

## **Local DECA members compete at international career development conference**

Students of the (name of chapter) Chapter of Missouri DECA: An Association of Marketing Students joined over (number of students attending) high school marketing students at the annual international career development conference held (date of conference) at (location of conference).

Students receiving recognition of individual ability and achievement at the international level were

Name of individual student or students on team	Event and Place

(Name of student) attended as a leadership delegate and (Name of student) attended as the Missouri DECA State (name of office).

DECA competitive events are designed to contribute to the development of competencies needed for careers in marketing, management and merchandising, to motivate students to assume responsibility for self-improvement and self-discipline, to assist students in acquiring a realistic self-concept through individual and group activities and to provide visibility for the educational goals and objectives of marketing education.

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