

INCREASES POSITIVE PUBLICITY

Utrust Employee Appreciation Program



Schools and school districts participating in the Utrust Employee Appreciation Program have experienced a dramatic increase in positive publicity. Positive publicity increases public support of schools and school systems and ultimately results in better learning situations for students. Following are some of the outlets for the increased positive publicity.

Local Newspapers. Local newspapers welcome stories about how students are doing things to express appreciation for school employees who are making a difference in their lives. Local papers are interested when the board declares appreciation days and they particularly are interested in stories about individual school employees who have made a difference in the lives of students. Every school has a story worth publishing for each appreciation day.



Radio Stations. Utrust prepares public service announcements about each appreciation day specifically for local radio stations. These announcements were designed to be read by school board chairmen and were, without exception welcomed by local radio stations. Future to be presented by students. The announcements will include some humor.

School Newspapers. Stories about students and staff, especially stories which include both, have been welcomed by school newspaper editors. This has been a valuable outlet for positive publicity about the Utrust Employee Appreciation Program.

School and System Websites. Stories about school employees and/or how students are expressing appreciation to them are easy to put on school and system websites. Students are excited about writing the stories and taking photographs or producing videos to tell the stories when they know that they may be published on the school or system website.

TV or Local Cable Networks. Many high schools offer classes in video production. Students in these classes can produce stories related to each appreciation day. Local cable companies welcome such videos and will usually show them many times in the course of a week on the local cable channel.

School Yearbooks. Photographs of appreciation day activities with brief descriptors have been accepted by yearbook staffs and have become a permanent part of the history of that year.



Utrust Newsletters and Website. Written stories, photos and videos about celebrations of employee appreciation days are solicited by Utrust. The newsletters and the website are most often seen by educators and students in other school systems in Tennessee. However, they are accessible and viewed by people world-wide.