



## Hometown Showcase Public Relations Information

### Publicity - What makes this news?

A special comradery comes alive during local high school sporting events. Students, administrators and faculty members come together to create a sense of community. Your students represent more than just themselves. They represent the mission of your school and are role models in their classrooms and their community. Hometown Showcase, brought to you by R+L Carriers, is an opportunity to support and endorse the future endeavors of your local students.

### Target Audience:

High school sporting events are covered by campus and community newspapers, radio outlets and local TV stations. They are a great network to connect with when promoting Hometown Showcase. Contact your Athletic Department for assistance engaging the local media; specifically the reporters and editors who cover education, sports, city, and community stories.

Social media is the perfect place to promote your Hometown Showcase event. Utilize your school's website, Facebook, Twitter, and other platforms to promote the details of your showcase event. Include additional community projects and academic achievements and/or plans of students who are interested in applying for the Hometown Showcase Scholarship.

### How to get this story heard:

- + One (1) week prior to your showcase, send a media alert via email which clearly describes Hometown Showcase, who is involved, along with when and where the event is taking place.
- +Two (2) days prior to your showcase, send an official press release to media contacts reminding them of the event.

### Publicity within Your School: Opportunity

This is a great opportunity to celebrate your hometown and to showcase the academic and community service achievements of your local students. It is also a chance to appreciate and highlight your local district faculty and staff on their dedication to develop and educate local students, along with your institutional commitment to success.

### What can you do?

Choose a variety of methods to communicate to your entire school:

- +Social Media
- +Special school-wide announcements each morning
- +School-wide email including faculty and staff
- +Posters throughout campus
- +Articles in campus papers
- +Interviews on campus radio

### What should be said?

Explain the goal of the communication:

- +“The Hometown Showcase is an exciting event which will bring career and scholarship opportunities to our local students.”
- +Describe the planned activities for Hometown Showcase
- +List names of students, athletes and/or support staff being honored and why they were selected.

## Desired Outcomes:

Faculty, staff and students at your school, along with community members, will celebrate the achievements of your students while supporting their continuing education and/or encouraging their professional development post-graduation.

## Sample Social Media Posts:

The official hashtag of the Hometown Showcase is #RLHometown. Follow us on Social Media at the following links:

Facebook: <https://www.facebook.com/rlcarriers>

Twitter at <https://twitter.com/RLCarriers>

Instagram: [www.instagram.com/rlcarriers](http://www.instagram.com/rlcarriers)

### **Twitter**

We're excited to partner with @rlcarriers to deliver opportunities to our students! hometown.rlcarriers.com #RLHometown

The @rlcarriers #RLHometown is rollin' into town! Join us for this special event and help us deliver career opportunities.

### **Facebook**

We're excited to partner with R+L Carriers at our event to help support achievement in our community. This is a great opportunity to endorse the future endeavors of our local students. #RLHometown (Link to hometown.rlcarriers.com)

## Sample Press Release

Date: \_\_\_\_\_ Contact Name & Phone: \_\_\_\_\_

(NAME OF SCHOOL) \_\_\_\_\_ Welcomes R+L Carriers: Hometown Showcase for Community Contribution and Family-Friendly Tailgate Fun!

CITY, STATE – DATE

We are proud to announce the kickoff of an exciting opportunity to support further achievement in our community. R+L Carriers: Hometown Showcase will provide scholarship opportunities to our local students and showcase a multitude of career paths which exist within the transportation, shipping and logistics industry.

“As a company founded over 50 years ago in small town Wilmington, Ohio, we are thankful to all of the communities, that have helped us grow. We would like to show our gratitude by giving back and investing in the success of your hometown, starting with your local high school!” said Greg Bronner, VP of Marketing and Business Critical Solutions.

“We will provide (NAME OF SCHOOL) \_\_\_\_\_ students with a college scholarship opportunity, discuss potential career paths within our industry, offer support to your local booster clubs, and of course, offer Hometown Showcase fun!”

(First paragraph should close with the “who, what, when, where” of your institution’s activities. Describe the planned event as a series of concise, newsworthy facts.)

The Hometown Showcase honors students and the network of parents, coaches, teachers and school systems that make it possible for young student-athletes to strike a balance between academic and athletic achievement.

(Add quotations; a press release is a great opportunity for your school president and/or director of athletics to be quoted congratulating those who are being honored.

To learn more about the R+L Carriers Hometown Showcase, visit [hometown.rlc.com](http://hometown.rlc.com).

# Hometown Showcase Logistics Information

## Hauler Dimensions

Weight = 62,440 Lbs.

Length = 77 ft.

Width = 10 ft.

Height = 14 ft.

Overall area covered when fully set up = 100 ft. x 50 ft.

## Set Up Time

2- 3 hours prior to event (Depending on event)

## Tear Down Time

2- 3 hours after the event (Depending on event)

## Power

Outdoor events – Use our own generator

Indoor Events – We need 220 volt power

## Other Facts

Like to be set up in high foot traffic areas