



SHERRI YBARRA
SUPERINTENDENT OF
PUBLIC INSTRUCTION

650 W. STATE STREET
P.O. BOX 83720
BOISE, IDAHO 83720-0027

OFFICE: 208-332-6800
FAX: 208-334-2228
SPEECH/HEARING
IMPAIRED: 1-800-377-3529
WWW.SDE.IDAHO.GOV

Notes on publicity package for libraries

The press releases available in this section of our website provide options for libraries to help promote their offering of the Microsoft Imagine Academy programs. They are provided in Word format to make it easy for you to fill in the blanks or edit them by cutting or adding your own material. It is strongly recommended that when your press release is in the form you want, on the letterhead you want, that you convert it to a pdf document to send to your local media.

One release is available for libraries that simply serve as Academy coursework **providers**. The other is designed for those that also serve as **Certiport** testing centers. Check the file names for "Provider Only" or "Certiport."

Finally, there are some suggested tweets and some language that could be used on your website to explain the Academy programs in the Social Media documents, once again divided into those that are simply providers and those that are testing centers. Some posters and other visual material for you to use is available here in these Resource Files.

If you need additional support, ranging from extra posters to press releases, contact either the State Department of Education's Academy project manager Rick Kennedy at rkennedy@sde.idaho.gov or SDE communications specialist Kelly Everitt at keveritt@sde.idaho.gov. In addition, Teresa Lipus, the public information specialist with the Idaho Commission for Libraries, is available at teresa.lipus@libraries.idaho.gov.