



Media Plan

Sample Press Release

NEWS RELEASE

FOR IMMEDIATE RELEASE

CONTACT:

(Local Contact)

xxx-xxx-xxxx

(email address)

(COUNTY) LEADERS LAUNCH K-12 CIVIC LEARNING PARTNERSHIP

New partnership joins statewide movement to support high quality civic learning in all K-12 grade levels

(City), Calif., Date, 20XX – (name/title, name/title, and name/title) have joined together to lead the (County Name) Civic Learning Partnership to ensure that all (county) K-12 students gain the knowledge, skills and values they need to succeed in college, career, and civic life.

Today, the (county) partnership leaders asked (#) members of the local business, law and education communities to join the local network at a kickoff event/meeting held at_____. They discussed the proven value of high-quality, collaborative civic learning in improving student outcomes relating to the areas of college and career readiness, positive school climate, dropout prevention, and supporting state academic content standards.

The new partnership will ask local school boards to consider a resolution aimed at supporting a comprehensive civic learning curriculum and programs in all local K-12 schools. They will also provide non-partisan civic learning models and resources that can be used by teachers and schools and engage local students in the process. The local partnership is one of many networks across the state established to implement recommendations of the California Task Force on K-12 Civic Learning ([link](#)).

For more information about the (County) Civic Learning Partnership, and how you can get involved, please contact (insert local contact info). To learn more about the K-12 Civic Learning movement visit www.powerofdemocracy.org.

###

Civics education is essential to democracy

EDITORIALS
FEBRUARY 05, 2015 4:00 PM

BY THE EDITORIAL BOARD

After every election comes the inevitable hand-wringing. Voting experts and other people who care about preserving our democracy shake their heads over turnout numbers among young people and wonder what this world is coming to.

Californians between 18 and 34 aren't short on opinions when it comes to, say, "American Idol." But an overwhelming majority of them decline to cast a vote for governor or mayor, let alone the Sacramento Metropolitan Fire District board of directors.

Many smart people have spent many hours pondering why and have come to a conclusion: If young people lack a sense of civic responsibility, perhaps no one taught them to have one.

Like so many other once-important subjects in public K-12 classrooms – art, music, home economics, penmanship – civics education is being de-emphasized, to our collective detriment.

Policymakers must have reasoned that kids could learn about how laws are made after they grasp algebra, French, U.S. history. The result of this educational neglect has come home to roost in dismal election turnouts, not just among young people, but for all Californians. The state ranks 38th out of 50 in civic engagement.



Sierra Campbell, 17, looks over a ballot as the Sacramento county elections board staged a mock presidential election at Grant High to stimulate interest among high school students in the election process in October 2012. Lezlie Sterling Sacramento Bee file

Yes, it could be worse, but let's not wait to get to No. 50 to act. Failing to prepare the next generation to be civically engaged dooms it to having their lives determined by an increasingly small minority and threatens democracy. We must do better.

Opinion about the value of civic learning, however, has started to turn around. In coming months, groups of prominent people in Sacramento, Butte, Fresno and three other California counties will be asking their school districts to recommit to teaching civics. And not just in the senior year of high school or in AP classes, either – but for all students starting as early as elementary school.

This effort, called Power of Democracy, sprang out of the deliberations of the California Task Force on K-12 Civic Learning. The task force, co-chaired by Sacramento County Office of Education Superintendent David Gordon and Judith McConnell, administrative presiding justice for the Court of Appeal, Fourth Appellate District, developed a plan for rebuilding civics in state schools.

Rather than force these recommendations on districts dealing with big educational policy changes as part of Common Core and Local Control Funding, the task force decided to go the route of gentle persuasion. To that end, groups of civic leaders are being formed to reach out to individual boards of education and ask them to adopt a resolution embracing civics education.

In Sacramento, that effort is being led by former Metro Chamber President Roger Niello, Justice Ronald Robie and retired superintendent of San Juan Unified schools General Davie Jr.

It's an important undertaking. But school districts and teachers don't need to wait for this group to show up to start incorporating civics into their classrooms. For the sake of their students, they shouldn't wait.

May 1, 2017

Chief Justice Selects Butte County Civic Learning Partnership for Prestigious Award

The Chief's award coincides with Law Day, May 1

Chief Justice Tani G. Cantil-Sakauye selected Butte County Civic Learning Partnership to receive the Chief Justice's Exemplary Service and Leadership Award, which gives special recognition for outstanding service to the judicial branch.

Butte Civic Learning Partnership Members, co-led by Butte County Superior Court Judge Kristen A. Lucena, learned of the honor on Law Day, May 1 via a phone call from the Chief Justice.

"The Butte Civic Learning Partnership is a model other counties can replicate," said the Chief Justice. "Its achievements, creativity, and county-wide impact make it a leader in this statewide movement."

Butte County was one of the first to pilot a Civic Learning Partnership, an effort driven by local court and school leaders to connect more students to the role of the judicial branch and the work of state courts. In its first year, Butte County became the first county in the state to have civic learning resolutions adopted by every school district.

The Butte County Civic Learning Partnership impacts 31,000 students countywide. More than 50 county leaders support the partnership.

County partnership leader Judge Kristen A. Lucena is proud of all the work the partnership members have accomplished. She added, "They are enthusiastic, knowledgeable experts in their respective fields who believe they can improve our democracy by educating all students in our community."



Butte County Civic Learning Partnership Co-Chair Judge Kristen A. Lucena (top left) honoring high school seniors at a Leadership Luncheon



A letter from a Butte County student to Judge Lucena, Civic Learning Partnership leader

Civic learning for all K-12 students gets boost from community leaders, school boards

Butte County Civic Learning Partnership champions implementation of Civic Learning recommendations for all students at all Butte County schools.

Local leaders from education, law and business, under the leadership of Honorable Kristen A. Lucena, Butte County Superior Court Presiding Judge, Tim Taylor, Butte County Superintendent of Schools, and Michael Daily, Morgan Stanley Financial Advisor, announced today that twelve of the county's fourteen school districts and the Butte County Office of Education have adopted civic learning resolutions aimed at supporting a comprehensive civic learning curriculum and programs in all K-12 schools in Butte County. The remaining districts will vote on civic learning resolutions within the next two weeks. If passed, Butte County will become the first county in the state where all school districts have adopted civic learning resolutions.

The Butte County Civic Learning Partnership was formed in February of this year with the goal of developing civic literacy, disposition and participation of all K-12 students by integrating the Six Proven Practices in Civic Learning into instructional practice and school life, and also by providing civic learning models and resources that can be used by teachers and schools.

"We are working to ensure that all Butte County K-12 students gain the knowledge and skills they need to succeed in college, career, and civic life," said Judge Lucena. "The Butte County Civic Learning Partnership and local school districts have already made great progress towards prioritizing civic learning for all children in our county."

In addition to seeking the passage of Civic Learning Resolutions, the Butte County Civic Learning Partnership is also developing K-12 civic learning programs including creating a Mentoring Civic Engagement Program, enhancing Mock Trial Programs, implementing a Student Voter Education Program, and providing a Justice Sayings Classroom Unit including a visit to the courthouse.

The local partnership is part of a pilot statewide civic learning network established to implement recommendations of the California Task Force on K-12 Civic Learning. The non-partisan Power of Democracy Steering Committee will guide the pilot partnerships' efforts and provide grant-funded resources to support their success.

For more information about the California Civic Learning Partnerships please visit the Power of Democracy website or contact Kelly Mortensen.

Social Media Post Examples

Customize these Twitter messages to announce your Civic Learning Partnership. Time them with the release of your press release and the day of your kick off event.

1. **Proud to join a statewide effort to provide civic learning- the knowledge, skills & values to succeed in college, career, & civic life!**
2. **(COUNTY) LEADERS LAUNCH K-12 CIVIC LEARNING PARTNERSHIP to support high quality civic learning in all grade levels. [Insert link to press release]**
3. **Today, we kicked off (County Name) Civic Learning Partnership, our high-quality, collaborative partnership to improve student outcomes. [Attach pictures]**
4. **(County/city) community joined us to support high-quality, collaborative civic learning for all K-12 students. [Attach picture of community officials with students, tag officials in the picture within post]**
5. **Start your own Civic Learning Partnership! Learn how you can get involved in the K-12 Civic Learning movement, visit powerofdemocracy.org**