



Appalachian Leadership Institute

Class of 2020 - 2021

Earned Media Toolkit

Please find below guidance for sharing your participation in the Appalachian Leadership Institute with the press. We've provided a press release template and tips for pitching the story to your local news publication.

We recommend you format this template on your Organization's letterhead or press template.

[Press Release Template](#)

Appalachian Regional Commission selected Violet Burdette from MountainHeart Community Services, Inc. as an Appalachian Leadership Institute Fellow. She will represent West Virginia in an Intensive Regional Leadership Development Program

10/02/20, Princeton, WV - The [Appalachian Regional Commission \(ARC\)](#) has selected Violet Burdette, Development Specialist, MountainHeart Community Services, Inc. as a 2020-2021 Appalachian Leadership Institute Fellow.

As a Fellow, Violet will participate in the [Appalachian Leadership Institute](#), an extensive nine-month series of online skill-building seminars featuring regional experts, peer-to-peer learning, and case study analysis beginning in mid-October through July, 2021. Topics include:

- Designing effective economic development project proposals;
- Integrating community assets into long-lasting economic development strategies;
- Identifying resources available to spur economic development;
- Locating and accessing investment capital from a variety of public and private sources;
- Preparing competitive applications for public grant opportunities; and
- Using expanded leadership skills to create strong coalitions.

Upon completion of the program, Violet Burdette will automatically become part of the Appalachian Leadership Institute Network, a peer-to-peer working group committed to Appalachia's future.

Violet Burdette was selected via a competitive application process. ARC received over 100 applications for the 2020-2021 Appalachian Leadership Institute class and selected 40 applicants.

“Congratulations to the new class of Appalachian Leadership Institute Fellows. The skills development and network-building opportunities offered by this program have proven to be valuable and this past year has shown that effective local leadership is essential,” said ARC Federal Co-Chairman Tim Thomas. “This program has adjusted well to the present circumstance and offers a unique opportunity to learn first-hand from those who have provided leadership for their communities through difficult circumstances.

The Appalachian Leadership Institute is a comprehensive regional leadership training program developed by the Appalachian Regional Commission in partnership with the University of Tennessee, Knoxville; The Howard H. Baker Center for Public Policy; Tuskegee University; and Collective Impact. This is the second year of the program.

More information, including a complete list of current Fellows, is available at www.arc.gov/leadershipinstitute.

[About the Appalachian Regional Commission](#)

The Appalachian Regional Commission (www.arc.gov) is an economic development agency of the federal government and 13 state governments focusing on 420 counties across the Appalachian Region. ARC’s mission is to innovate, partner, and invest to build community capacity and strengthen economic growth in Appalachia to help the Region achieve socioeconomic parity with the nation.

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[Tips for Getting Earned Media](#)

Email the press release and headshot to reporters/media outlets.

Don’t know who the reporters/outlets in your area are? Try a [Google news search](#) or setting up a [Google alert](#) using key search terms like “Appalachian Regional Commission”, “Leadership”, or the Violet Burdette of your organization + your location.

Be sure to follow up with an email or phone call to confirm receipt.

When talking to reporters, have answers to these questions ready:

Why you applied to program,
How you expect it will add to your work and help your community, and
What you are looking forward to about the experience.