

Here are Some Specific Ideas How to Create Positive PR Media for Russian:

1. Have Russian students ambassadors help recruit: help with the exploratory program in your local Middle School, or have them represented in prospective student events.
2. Highlight student/program success on the website if possible. Have this information go out on social media, to prospective students, and their parents.
3. Put up fliers in Russian-speaking community venues (stores, restaurants, community schools, businesses, etc.)
4. Look at the information that goes out to students at course selection time. Could Russian be mentioned in these materials?
5. Have a course selection video that is viewed by the entire school that highlights Russian.
6. Have student success stories go out on social media, newsletters, and on the website (especially, at course selection points).
7. If the district has an end-of-the-year parent newsletter, highlight the student success stories so that everyone in the district is aware of them.
8. Have alumni success stories featured on the department webpage.
9. Link your program webpage to ACTR alumni videos on how Russian has impacted former students.
10. Include a video/podcast of some stories of former students now in the workforce telling about how they use Russian in their job or how Russian impacted their life. The ACTR alumni videos could be used for this purpose if a school-specific one is not created.
11. Bring in a guest speaker (can be former alumni) to a world history class. The guest speaker can discuss Russian language and culture (at the appropriate time in the course) and teach some Cyrillic letters. This can create interest in learning Russian to a wider audience.