

# celebrating alabama's counties

Sponsored by the  
Association of County Commissions of Alabama

w e e k l y t i p s t e r # 2

## This week's tip...

*Take your county's story of what you are doing for the health and welfare of your citizens to local civic groups, such as Kiwanis®, Lions Club® and Rotary®.*

Visit ACCA's Web site at [www.acca-online.org](http://www.acca-online.org) and download an information packet for a variety of ideas for projects, tips for handling the media, as well as a sample press release to adapt for your local media representatives.

## What's the best way to tell my county's story during National County Government Month?

*Do your residents know what you offer them?* The National Association of Counties set the 2010 national theme as "Healthy Counties." During April, counties have the unique opportunity to show what they do to protect the health and welfare of their residents through programs sponsored by emergency management offices, health department programs, etc.

This is the time to take your show on the road. Call civic groups, such as Kiwanis®, Lions Club® and Rotary®, and ask to be on the group's April agenda so you can tell what your county is doing for your residents to make their lives better.

Invite your emergency management director or a representative from your local health department to join you and do a presentation on how your residents can stay healthy or what to do during a natural disaster. Next, bring your presentation in-house to a county commission meeting that's open to the public.

*The key to telling your story is your relationship with your local media.* Make sure all your public appearances with the civic groups, as well as the county commission meeting, is highly publicized in the media.

Stay in touch with ACCA's Director of Public Relations Lori M. Quiller at (334) 263-7594 or by e-mail at [lquiller@acca-online.org](mailto:lquiller@acca-online.org). The Association has always supported NACo's National County Government activities, and Alabama's participation has been increasingly impressive. *This year, the Association's goal is 100 percent participation by Alabama's counties.* We can reach 100 percent, but only with your help!

**Remember:** *Your activities should be designed to help local citizens understand how their counties and elected officials can respond to their needs. In many ways, this special month is often an introduction for county residents to their local government, officials and services. Make April special for your residents!*



**WEDNESDAY  
MARCH 3, 2010**

*Remember: You are helping to tell the story of what your county is doing for your residents, and good government doing good work deserves good press!*