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## Media Engagement Tips

A big “Thank You!” to all of the teachers who have volunteered to speak with the media about the Teach-In events. Here are a couple of tips and talking points to help make the interview process fun and effective:

- Always keep in mind that YOU are the expert on how this event benefits your students and on the importance of teaching personal finance at school. Keeping the focus on these areas makes the most compelling segments because your passion shines through!
  - It’s often worth pointing out that classroom-based financial education is important because some children do not have parents who can teach them about financial matters at home, so school learning helps to “even the playing field” for disadvantaged children.
  - Introducing elementary school students to financial concepts is beneficial since this is the time when children are starting to form their financial beliefs and habits.
  - Having high school students teach a financial lesson benefits everyone: the high school students master these concepts as they practice and teach the lesson; elementary school students learn about financial concepts in an engaging way from “the big kids,” which increases their excitement and interest in the topic; elementary school teachers gain recognition of how engaging personal finance can be (and learn about helpful resources for incorporating it into their classes); and the public learns about the need for effective K-12 financial education. The Jump\$Tart Teen Teach-In is a win for everyone!
- Please refer to the events as the “Jump\$Tart Teen Teach-In” to help us track and amplify your media coverage.
- Please tag Jump\$Tart (@JumpStart1995) in your social media posts about the event, and/or use the hashtag #TeenTeachIn.
- Please join the Jump\$Tart teacher [Facebook group](#), where teachers often share pictures of their events and media coverage. We’d love to have you join us!