

*******INSERT CITY LETTERHEAD*******

DATE

FOR IMMEDIATE RELEASE

City Contact: [City Contact], (XXX) XXX-XXXX

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Council Member/Mayor Full Name Attends League of California Cities® Academy for Newly Elected Officials

Your City — Council Member/Mayor Full Name joined approximately 165 newly elected city officials statewide at the League of California Cities' New Mayors and Council Members Academy in Sacramento, Jan. 17–19. The annual event provides essential training on the role of elected officials and major policy issues, as well as an opportunity to network with colleagues.

“As a new council member/mayor, attending the League of California Cities New Mayors and Council Members' Academy was one of my priorities. The expert speakers presented critical information about open government laws, ethics, land use, municipal finance as well as how policies made at the state level affect cities. Learning from and connecting with new council members and mayors from throughout the state was also beneficial. I am looking forward to applying what I learned to my city role. This training was an invaluable investment in public service for our community,” said Council Member/Mayor Last Name. “I returned to Insert City with resources I can immediately put to use for my city's residents.”

The event began Wednesday with an overview of League services and a “Basics Boot Camp” reviewing tools for new mayors and council members, followed by a lunch session on “Effective Advocacy & Key City Issues,” which covered the importance of working closely with state officials to protect local authority and ensure productive partnerships with the state. The new mayors and council members also participated in a session on financial responsibilities, discussing financial oversight duties, the importance of a structurally balanced budget, and the importance of financial policies.

League Executive Director Carolyn Coleman welcomed the mayors and council members to their new positions, encouraging them to get involved and become strong advocates for their communities and to take advantage of all the League has to offer them.

“The League of California Cities is here to serve you with advocacy and education programs. In this Academy, you will learn about the important responsibilities and challenges you have as a public servant in your community. You will also learn about how cities and city officials working together are powerful advocates for cities at the Capitol as well as at the ballot box. I continue to be inspired by the dedication of our city officials, and I congratulate you for stepping up to serve and to lead,” said Coleman to the city officials in attendance.

Wednesday's agenda also featured valuable sessions on legal powers and obligations and policies related to land use planning. Thursday's sessions focused on practical tips for how elected officials and city staff can work together, communications and media, and how to run an effective city council meeting.

Council Member/Mayor Last Name attended a special session on Friday entitled “How to Build and Maintain the Public's Trust: Practical Ethics and the Law.” This session provided attendees with certification to meet the state's mandatory ethics training requirement for locally elected officials.

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