



## Publicizing Your Work: How to Reach Local Press & Media

### ***If a tree falls in a forest and no one hears it, does it make a sound?***

You're doing amazing work to support families and children, but if no one hears you - press, media, elected officials and administrators - then it doesn't matter. Your rally, protest, or townhall won't have the impact you want -- and more importantly the desired change you need for your kids.

Reaching out to the media with a press release will guarantee that your work will be heard and may potentially change the lives of those in your community.

### ***What is a press release?***

A press release is an official statement delivered to members of the news media for the purpose of providing information, an official statement, or making an announcement.

### ***What is in a press release?***

A press release often contains the following elements:

- Letterhead or Logo - if you don't have either, you can create them
- Media Contact Information - who to call/email with questions about the event
- Headline - grabs the journalists' attention and briefly summarizes event
- Dek - a subheadline w/ additional information
- Dateline - release date and event location
- Introduction - paragraph w/ who, what, when, where and why
- Body - background relevant to event
- Boilerplate - "about" section on the issuing organization or group
- Close - ##### symbol indicates the end of the press release
- Include a photo of your organization or the event

See the following examples and possible templates:

Example 1

[LOGO IF APPLICABLE]

FOR IMMEDIATE RELEASE

[DATE]

Contact:[CONTACT NAME];

[CONTACT EMAIL], [CONTACT PHONE #]

**Massachusetts Parents Want More Than a Blank Check for Education  
Demand Plan to Address the Achievement Gap Crisis in the Commonwealth**

**Statement from Massachusetts Parents United Founder Keri Rodrigues:**

“Money just isn’t enough to tackle the serious crisis we face in Massachusetts around the achievement gap in education -- a gap that leads our children directly to the school to prison pipeline and a future filled with poverty, incarceration and death for children of color. Across Massachusetts, it is time to address the massive deficits in education that have lead this state to one of the worst rankings concerning the education of children of color.

We need to improve how we discuss education. The conversation should not only discuss increased funding, but how we use our resources to implement strong and measurable, such as adding additional classroom time through extended school days and school years, investing in improving the quality and diversity of teachers leading our classrooms, and extending access to state-of-the-art facilities to every child in Massachusetts regardless of zip code.

Our children and families in Massachusetts deserve a better education discussion, and one where everyone is invited to the table.”

###

*Massachusetts Parents United is the largest urban parent advocacy organization in the Commonwealth of Massachusetts with chapters in Boston, Lawrence, Lowell, Springfield, Holyoke, Lynn, Salem, New Bedford*

[FACTS ABOUT YOUR ORGANIZATION/GROUP]

Example 2

**FOR PLANNING PURPOSES ONLY**

**MEDIA ADVISORY**

Contact: [CONTACT INFO]

## [HEADLINE] THE REVOLUTION IS COMING... NATIONAL PARENTS UNION TO OFFICIALLY LAUNCH AT PARENT POWER 2020 IN NEW ORLEANS

*Kick-off summit will bring parent activists and organizations to New Orleans to define a national K-12 agenda and make education equity a reality for all children*

[LOCATION] - The [National Parents Union](#) (NPU), an intersectional, parent-led organization, will hold its inaugural summit in New Orleans to advance education reform and define a new K-12 national agenda.

*Parent Power 2020* (January 16-18) will bring over 100 delegates and organizations from all 50 states for a series of skills-building workshops, campaign clinics and activations designed to provide parents with the tools and infrastructure to effect change in their own communities and exert greater influence on the national conversation around education reform.

*Parent Power 2020* will feature several notable speakers, including a keynote from activist **Ilyasah Shabazz**, the daughter of the late Malcolm X.

The summit will also include a **Jazz Funeral March** through the French Quarter in New Orleans on January 17, to officially bury the status quo that has been plaguing education in America for decades, celebrate its demise and commemorate the dawn of a new day in our schools.

The convening will conclude with a vote and ratification of NPU's Statement of Values that lays out the goals and objectives of parent activists ahead of the 2020 Presidential election. At the conclusion of the summit, delegates will vote in a straw poll assessing the education proposals and policies of the 2020 Presidential Candidates.

*[EVENT NAME] is open to press. Please contact [NAME & INFO] to register for credentials*

### WHO:

*Featured speakers will include:*

[SPEAKER NAME & TITLES]

### WHEN:

[EVENT DATE & TIME]

### WHERE:

[LOCATION]

### About [ORGANIZATION/GROUP NAME]:

The National Parents Union is a network of parent organizations and grassroots activists across the country committed to improving the quality of life for children and families in the United States. NPU unites these organizations behind a common set of principles that put children and families at the center of education politics and policy. With delegates representing each of the 50 states, NPU disrupts the traditional role of parent voice in policy spaces and develops a new narrative that is inclusive of families from a wide variety of intersectional perspectives.

Example 3

### PRESS RELEASE

For Immediate Release

[DATE]

Media Contact: [CONTACT NAME]

Attn: [CONTACT EMAIL]

[CONTACT PHONE #]

[HEADLINE] **NATIONAL PARENTS UNION CALLS FOR IMMEDIATE RESPONSE TO COVID-19**

[LOCATION] - The National Parents Union (NPU) is calling for immediate federal and state response to the pandemic known as COVID-19. Mandated to support parent voice in education, NPU's primary concern is how current advisories will affect families in need of economic resources and social services to properly follow the CDC's recommendations on containment. Due to the intergenerational living arrangements of many low-income families, this population is particularly vulnerable to the spread of COVID-19, a situation which NPU is pressing elected officials to address.

NPU's demands for immediate response include paid leave for parents and caregivers who must take time off from work, as well as subsidized childcare for those unable to take leave. In addition, NPU is pushing elected officials for rapid response in their communities to expand meal security allocation for children who rely on no-cost school meals, programs that serve the elderly such as Meals on Wheels, and increased hours/distribution at local food banks and pantries. Using Italy as a case study, NPU also recommends suspending all mortgage/rent payments for a determined amount of time as a preventative measure to alleviate the risk of the working poor in our country becoming active carriers due to financial hardship.

During this time of crisis, NPU is demanding the Executive and Legislative offices as well as the financial and philanthropic sectors present coherent plans within the next 72 hours that safeguard and support families living in the United States affected by the pandemic. In addition to the above, NPU also demands increased access to testing supplies regardless of health insurance status, as well as no-cost vaccinations upon deployment. Health and Human Services Secretary Alex Azar's failure to promise an affordable vaccine with the statement, "We can't control that price because we need the private sector to invest," is of particular concern to NPU as we fight for health, safety, and equitable opportunity for all families.

XXXXX are available for interviews in both English, and Spanish.

***How do I determine who to send the press release to?***

- Google your local newspapers and media
- Email to the correct person

National Parents Union contacts:

Nehemiah Frank, Delegate  
[nehemiah@npunion.org](mailto:nehemiah@npunion.org)

Tim Langan, Chief Operations Officer  
[tim@npunion.org](mailto:tim@npunion.org)