



Media Relations



A news advisory is used to notify reporters of an event that you hope they will attend and cover, so it is sent in advance of the event.

Sample News Advisory

FOR IMMEDIATE RELEASE

Date

CONTACT: Name
Title, organization
Cell phone number

APRIL PROCLAIMED SEXUAL ASSAULT AWARENESS AND PREVENTION MONTH

YOUR CITY, TX – Governor Rick Perry designated April 2009 as Sexual Assault Awareness and Prevention Month (SAAPM) in Texas. **Your agency** joins rape crisis centers across the state in commemorating Sexual Assault Awareness and Prevention Month to promote awareness and encourage support of this issue. This year’s theme, “Rooting Ourselves in Social Justice,” is motivating **your agency** to host **describe your event and why it’s newsworthy here**.

WHO: List organizations involved, any VIPs, etc.

WHEN: Date and time

WHERE: Name of venue
Address of venue
Venue phone number *(Included in case reporters need directions at the last minute.)*

Interview Opportunities: List those who will be available for interview, when they will be available and whether interviews must be set up in advance.

Visual Opportunities: Visuals are very important for television reporters. If there will be any special displays, charts or unique interactions between attendees and presenters available to film, note that here.

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A news release (or press release) is sent when you hope a reporter will write a story about your issue, agency, or event.

Sample News Release

(printed on agency letterhead)

FOR IMMEDIATE RELEASE

Date

FOR MORE INFORMATION, CONTACT:

Author's name

Title, organization

Cell phone number

APRIL PROCLAIMED SEXUAL ASSAULT AWARENESS AND PREVENTION MONTH

Your city, TX – Governor Rick Perry designated April 2009 as Sexual Assault Awareness and Prevention Month (SAAPM) in Texas. Your agency joins rape crisis centers across the state in commemorating Sexual Assault Awareness and Prevention Month to promote awareness and encourage support of this issue. This year's theme, "Rooting Ourselves in Social Justice," is motivating your agency to host [list of events or individual event](#) this April.

[If this release is about a specific event, describe it in this paragraph. Talk about why it's important and how it relates to the SAAPM theme "Rooting Ourselves in Social Justice," if applicable.](#)

According to a 2003 study conducted by the Texas Association Against Sexual Assault and the University of Texas at Austin School of Social Work, nearly 2 million Texans have been sexually assaulted. That equals 1 in 5 women and 1 in 20 men in our state. Unfortunately, fewer than 20 percent of sexual assaults are ever reported to police.

Sexual violence is a form of oppression, and it is linked to all other forms of oppression. In order to create a world without sexual violence, it is imperative that each of us takes a stand against all forms of oppression – whether based on gender, age, race or ethnicity, sexual orientation or gender identity, ability or economic class. [Related quote from spokesperson.](#) In order to foster healthy communities, all citizens must support the effort to end sexual violence every month of the year.

[A boilerplate paragraph consists of four to five sentences that briefly state your agency's mission and other important information. Replace the following boilerplate paragraph with your agency's.](#)

The Texas Association Against Sexual Assault (TAASA) is the statewide organization committed to ending sexual violence in Texas. A non-profit educational and advocacy organization based in Austin, TAASA member agencies comprise a statewide network of more than 80 crisis centers that serve rural as well as metropolitan areas. Founded in 1982, the agency has a strong record of success in community education, legal services, youth outreach, law enforcement training, legislative advocacy and curricula and materials development. Additional information about TAASA can be found at www.taasa.org.

The National Sexual Assault Hotline number is 1-800-656-HOPE. [Include a link to your website as well as your calendar of events, if you have one.](#)

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Op-Ed Tips

Writing an op-ed (short for opposite the editorials) is an effective way to educate people about issues that are important to you and your organization. Unlike a press release, an op-ed should articulate an opinion that can be argued. You should check with your local publication to see what their requirements are, but typically op-eds are between 600 and 1,200 words. The topic should not be a response to a story that ran in the paper (that would be best expressed in a letter to the editor), but a longer piece discussing an issue that affects your community. Getting an op-ed published in a larger publication can be very competitive, so keep in mind smaller city/town papers, community publications, and college papers as well.

As always, when approaching a newspaper to run a story, the op-ed should cover a timely issue, otherwise it won't be considered for publication. To increase your chances of having your op-ed published, frequently read the op-eds that your local papers publish to get an idea of what they accept.

How to Write a Letter to the Editor

If you wish to respond to a specific story that ran in a publication, you can do so with a letter to the editor. Make your case, but stay brief. Sometimes, publications will contact you and ask you to shorten your letter for publication. If this happens, make sure that you reply promptly or you may miss your opportunity.

PRINTED ON AGENCY LETTERHEAD

(Name of Organization)

(Address)

(Building., floor, suite, other address info)

(City), (State) (Zip code)

(Date)

Dear Editor:

State your reason for writing here. Use the first sentence to reference the title of the article to which you are responding, author and date it appeared.

State your case here. Include facts and references to establish credibility.

End with a strongly worded positive statement.

Sincerely,

Writer's signature if this is a paper copy

Name of writer

Writer's title

Agency name