



ADVOCACY DAY 2009

Press Release for Local Newspapers

Your local newspapers may be interested in printing a story or even a press release about your participation in Advocacy Day. If you have an existing relationship with a reporter, you can call them about the story or send them your release directly. Otherwise, send the release to the editor of your local paper, and follow up with a phone call. Make sure you include accurate contact information, as the reporter assigned to the story may have follow-up questions. Be proactive, but not pushy. Make sure to pitch your story – let the paper know why readers would be interested in it.

You can use the example press release below as a model, changing the relevant facts and names.

Dallas Economic Equity Group to Meet with Texas Legislators in Washington, D.C.

Three members of the Workforce Preparedness Institute, a Dallas-based organization that helps local women with barriers to employment prepare for high-skill, high-wage careers, will meet with Texas Congressional Representatives on March 31 as part of a Texan delegation of economic equity advocates. WPI members Jane Doe, Rosie Poe, and Anna Roe will meet with Senators Kay Bailey Hutchinson (R) and John Cornyn (R) and Representative Eddie Bernice Johnson (D) to discuss the needs of their organization and its clients.

The first paragraph should grab readers' attention and provide a basic summary of the action being taken.

Doe, Poe, and Roe will visit their legislators during Advocacy Day of "Partners on the Path to Equity," a Professional Development Institute sponsored by the national offices of Women Work! The National Network for Women's Employment and the National Alliance for Partnerships in Equity. Their aim is to educate legislators about the importance of programs that help a diverse population enter and succeed in America's workforce. The Workforce Preparedness Institute offers technical education programs as well as classes on basic job readiness skills to Dallas-area women and men who wish to obtain family-supporting employment.

Follow with details about the event and your organization, including activities and

Jane Doe, who attended last years' Advocacy Day with NAPE and Women Work!, said that meeting legislators in person is a singular opportunity to raise their awareness of the issues important to them. "Congresswoman Johnson is a fantastic advocate for Dallas women and families," she said, "I'm looking forward to educating her about the needs of women in economic transition in our community so that she can better represent them at the federal level."

End with a quote that demonstrates the importance of the event.

