Additional Resources

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Sample Media Advisory

Media advisories should never be longer than one page. The best way to send the advisory is by fax. You will need to follow-up with the reporter closer to the event to confirm their attendance or to make a last-minute pitch.

Your logo goes here. Or, put the advisory on organization letterhead.

Send the advisory 3 to 5 days in advance.

The media have varying hours and deadlines. Include a number that they can reach at all times, such as a cell phone.

Contact: Jane Doe
202-555-5729

Thursday, February 20, 2003

TO: All young people interested in savvy media skills

MEDIA ADVISORY

This Is How to Write a Media Advisory

A media advisory is designed to catch the media’s attention to convince them to attend an event for more information.

WHO: Young Person, 16

WHAT: A step-by-step guide to writing a media advisory.
A demonstration will be available for TV cameras.

WHERE: Your School
Location
Your City, State

WHEN: Tuesday, February 25, 2003

For more information or to schedule an interview with Young Person, please contact Jane Doe at 202-555-5729.

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Press materials usually use -30-; -end-; or ### to signify the end of the document.

If your event requires a reporter to RSVP, state so here. But, be aware that most media will be reluctant to commit to anything in case something “more important” suddenly happens.
Sample Invitational Letter

My Voice Counts! Sex Education Campaign—End Censorship in America’s Schools

Dear ____________:

I am writing to you about a groundbreaking, youth-led campaign to fight for comprehensive sex education in schools across the nation. As our state’s organizer for the campaign, I invite you to join me in this exciting effort to improve sex education in this state.

Each and every day, some 10,000 U.S. youth acquire a sexually transmitted infection, 2,400 get pregnant, and 55 contract HIV. In fact compared to other industrialized nations, the United States has the highest rates of sexually transmitted infections, including HIV, and unintended pregnancies among youth. Yet, our government’s response has been to fund unproven abstinence-only-until-marriage programs—programs that censor information about the health benefits of contraception and condoms. Since 1996, more than half a billion dollars has been allocated to deny young people vital information that could protect their health and save their lives.

The Campaign
To counter federal policies censoring sex education, youth activists across the country have joined Advocates for Youth in launching a campaign to put honest sex education back in America’s schools and to make young people’s voices heard in the national debate on sex education. The campaign will begin by gathering signatures on a petition supporting comprehensive sex education. Throughout the year, youth and concerned adult allies will spark community conversations on this issue, using community forums, letters to the editor, rallies, and protests—and culminating in October with a national advocacy day.

Petition Gathering
In fall 2002, Advocates for Youth and Rock the Vote began collecting youth’s signatures on a petition urging Congress and the Administration to support honest sex education. With 25,000 signatures gathered already, our goal is to get at least 50,000 signatures by March 25th through working with young people and adult allies to encourage petitioning. (http://www.advocatesforyouth.org/specificaddresshere.htm)

Community Conversations
Throughout the rest of the year, community events will facilitate community-wide conversations on sex education. We may hold community and/or campus forums to educate people about the importance of comprehensive sex education, with forums’ format varying to meet the needs and concerns of each community. We will also use other strategies, such as letters to the editor, rallies, and press briefings. We need your input to plan and carry out successful forums and other efforts in your community and its schools.

Advocacy Day
All of these activities will lead up to a national advocacy day. In the fall, youth activists will meet with their local school board members, state legislators, and/or members of Congress to advocate for comprehensive sex education. On Capitol Hill, activists will present the collected petitions to the Republican and Democratic leadership.
As the organizer for our state, I urge you to join me in bringing this vital issue to the front of our residents’ consciousness. Our first priority is doubling the number of petition signatures by March 25th. We need your help. Please contact me about joining this important campaign and join our listserv to stay connected with campaign planning—
http://groups.yahoo.com/group/youthactivistnetwork/.

Sincerely,

Your Name
Your Contact information

How to get petition signatures:

1. If you are under 25, make sure YOU have signed the petition and seen the ePSA at: http://www.advocatesforyouth.org/specificaddresshere1.htm
2. Send E-mail with a link to the petition to all your e-mail addresses and list servs. Include a personal message encouraging recipients to forward the link to others.
3. Post a link to the petition prominently on your Web site’s homepage. For campaign banners and buttons, please visit http://www.advocatesforyouth.org/specificaddresshere2.htm
4. Between March 11th and 25th, conduct a petition drive at public places, such as schools, youth centers, and sporting events, to get signatures from youth under age 25. Download a copy of the petition at http://www.advocatesforyouth.org/specificaddresshere3.htm or contact me for copies.

*Advocates for Youth* is an international, nonprofit organization dedicated to ensuring that young people have access to accurate sex education, youth-friendly sexual health services, and a secure stake in the future.
2000 M Street NW, Suite 750, Washington, DC 20036
202-419-3420
questions@advocatesforyouth.org
http://www.advocatesforyouth.org/

demanding young people’s right to sexual health information and services

http://www.advocatesforyouth.org/myvoicecounts/
Online Resources

- The My Voice Counts! Campaign Web site is a great source for more information on advocacy and activism. Find out more about the Campaign at http://www.advocatesforyouth.org/myvoicecounts/.

- Advocates for Youth’s Take Action Center provides information on legislation and allows you to contact your legislators and your local media directly via the Web at http://capwiz.com/advofy/.

- A complete listing of online publications from Advocates for Youth can be found at http://www.advocatesforyouth.org/publications/freepubs.htm.


Contacting Advocates for Youth

Contact Advocates for Youth’s staff and activists with all your questions, comments, evaluation forms, and requests for materials via the Web at http://www.advocatesforyouth/youth/advocacy/myvoicecounts/contact.htm or at:

Advocates for Youth
My Voice Counts! Campaign
2000 M Street NW, Suite 750
Washington DC, 20036
United States of America
www.advocatesforyouth.org
Phone: 202.419.3420
Fax: 202.419.1448