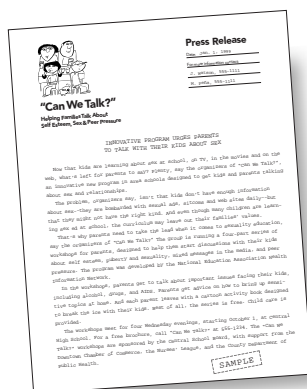


Press release (sample)

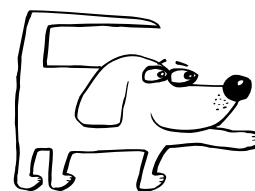


A month before your first workshop, consider mailing out a press release that announces the start of the workshop series. A press release is a formal way of announcing an event to newspapers, television and radio stations, funders, and other organizations. It acts much like a flier, but says that your group welcomes attention from the media.

At a minimum, the press release should have the basic information about the class: when and where it takes place, who is sponsoring it, and how parents can get more information.

Directions for use

You can write your own press release, or use ours and change the important details. Either way, at the top, be sure to include the date you mailed the press release, as well as a name and number an editor can call for details. At the bottom, include the date and time of the workshops, and a number parents can call for more information. Don't forget to mention your sponsors. Mail out the press release to newspapers, TV and radio stations, funders, and potential workshop partners. (Press release is on p. 73.)



Do you know anyone who works at a newspaper, TV or radio station, or advertising agency? Ask them to help you write and design your own press release, tailored to your community.



Press Release

Date: Jan. 1, 1999

For more information contact:

J. Watson, 555-1111

M. Peña, 555-1111

"Can We Talk?"

Helping Families Talk About Self-Esteem, Sex & Peer Pressure

INNOVATIVE PROGRAM URGES PARENTS TO TALK WITH THEIR KIDS ABOUT SEX

Now that kids are learning about sex at school, on TV, in the movies, and on the web, what's left for parents to say? Plenty, say the organizers of "Can We Talk?", an innovative new program in area schools designed to get kids and parents talking about sex and relationships.

The problem, organizers say, isn't that kids don't have enough information about sex--they are bombarded with sexual ads, sitcoms, and web sites daily--but that they might not have the right kind. And even though many children are learning sex education at school, the curriculum may leave out their families' values.

That's why parents need to take the lead when it comes to sexuality education, say the organizers of "Can We Talk?" The group is running a four-part series of workshops for parents, designed to help them start discussions with their kids about self-esteem, puberty and sexuality, mixed messages in the media, and peer pressure. The program was developed by the National Education Association Health Information Network.

In the workshops, parents get to talk about important issues facing their kids, including alcohol, drugs, and AIDS. Parents get advice on how to bring up sensitive topics at home. And each parent leaves with a cartoon activity book designed to break the ice with their kids. Best of all, the series is free. Child care is provided.

The workshops meet for four Wednesday evenings, starting October 1, at Central High School. For a free brochure, call "Can We Talk?" at 555-1234. The "Can We Talk?" workshops are sponsored by the Central School Board, with support from the Downtown Chamber of Commerce, the Nurses' League, and the County Department of Public Health.

SAMPLE