

## **Submit a Press Release to Local Newspapers or TV/Radio Stations**

Press releases are designed to generate publicity. They lay out the "who, what, where, when, why and how" of a story. Use them to catch the media's attention and inform the public about education issues and what's being done about them.

You can send press releases to TV and radio stations, as well as local newspapers. Before submitting your materials to any media outlet, find out about the news organization's format and tailor your press release to fit that format.

Districts also might consider hosting a media event or press conference to dramatize how No Child Left Behind impacts local children, teachers and schools. Provide examples of challenges the law presents in its present form and describe changes that would help the law to meet its goals.

CSBA has provided key messages and talking points to help districts get started.

## Write an Op-Ed Piece

The Opinion/Editorial (Op-Ed) pages of newspapers include articles written by experts in certain fields, who offer viewpoints on current events and hot topics. An Op-Ed should be sent to the editors of your local newspapers. You can locate the editor's name at the top of the Op-Ed page in each newspaper. Find out what local editors look for in an Op-Ed and remember to ask for word count limitations.

CSBA has developed key messages and talking points for districts and county offices of education to use and weave into Op-Eds. Keep in mind that newspapers will more likely publish your Op-Ed submission if you include local examples of the challenges the schools in your district face as they work to implement NCLB.

Additionally, districts that have strong partnerships with their local chambers of commerce and business or civic groups should also consider submitting a joint Op-Ed on NCLB. It sends a strong message to the community about your local schools when Op-Eds are presented jointly with education leaders and business or civic groups who are respected in your community.