



SAMPLE MEDIA ADVISORY FOR CHARTER SCHOOLS

For Immediate Release

[Month and day], 2019

Media Contact:

[Name of communications liaison], [title], [name of public charter school]
[phone number] | [email address]

MEDIA ADVISORY

[Name of Public Charter School] to Celebrate National Charter Schools Week

[Local event highlighted in subhead]

[City, State] – On [day of week], [month, day] [Name of public charter school] will celebrate National Charter Schools Week, taking place Monday, May 12 – Friday, May 18. In honor of the nationwide celebration [name of public charter school] will host [name of event], an event to commemorate the week and elevate the passionate community administrators, teachers and students that lead, work and learn at [name of public charter school].

WHO: [Name of public charter school]

WHAT: [Provide a brief 1-3 sentence description of the event. Be sure to include event details, photo and video opportunities, and list any notable names that will be in attendance. The media is always looking to make their reason for attending an event credible with their editors, either through worthy photography/videography opportunities or the opportunity to speak with a community and/or school leader.]

WHEN: [day of week], [month, day] at [time]

WHERE: [Name of public charter school] | [street address of school]

RSVP: Media covering the event must register with [name] at [email address]

[City's] charter school movement – which serves XX students across XX schools – exemplifies the sector's commitment to providing families with high-quality public-school options, implementing innovative schools that put students' needs first, and achieving strong academic results for kids.

Public charter schools are independent, public, and tuition-free schools that are given the freedom to be more innovative while being held accountable for advancing student achievement. According to a 2018 EdChoice [survey](#), 61% of Americans support public charter schools, while only 29 percent oppose them. Nearly 3.2 million students attend 7,000 charter schools across the U.S. Charter schools like [name of public charter school] provide a local high-quality public-school option to [city's] students.

About [Name of public charter school]

[Insert boilerplate language if desired]

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