

MEDIA MATERIALS

Spread the word about **Together, We Read** by using these helpful templates. Customize based on events in your community and send to local print and online media outlets to spread the word! Copy contained in {brackets} is placeholder – please update and customize based on your event and your community!

Sample Media Materials contained in this document for your use include:

- *Media Advisory* page 2
- *Press Release Announcing Partnership* page 3
- *Pre-Event Press Release*..... page 5
- *Post-Event Press Release*..... page 7
- *Letter to the Editor/Op-Ed*..... page 9

Media Advisory**To Be Used to Invite Media To An Event, Or Have An Event Listed in A Local Calendar**

Note: This media advisory can be used and adapted for other kickoff events including StoryWalks, Little Free Libraries, etc.

MEDIA ADVISORY**{DATE}****MEDIA CONTACT:** {Insert Name}, {Insert Phone Number}

READING CORNER FOR CHILDREN TO OPEN {INSERT DATE} AT {INSERT LOCATION}

WHAT: Grand opening of a “reading corner” for children by the {Insert Name} Rotary Club at {Insert Location name}

WHERE: {Insert Location}

WHEN: {Insert Day, Date When Reading Corner Opens} {Include Future Hours here, if applicable}

DETAILS: Literacy is important in a child’s growth, and we are delighted to open a brand new Reading Corner at {Insert Location}. Children and families need places where they can find books, read together, and have a comfortable place to read while parents/guardians visit the social services office.

The reading corner is a child-friendly area in the waiting room with books, a table and chairs, and more. Its creation is part of Together, We Read, a larger community-wide effort to help children succeed and to make books and reading a greater part of everyday life in {Insert name} community.

This will be the {Insert Number}X literacy corner **Together, We Read** has worked to create in our community. The other locations open to all families are: {list locations here}.

We know that early literacy is critical. Sharing books and reading aloud from infancy gives children language skills and a love of books and reading that helps prepare them for success in school and life.

Through **Together, We Read**, Save the Children and Rotary are working together to make reading and literacy a central focus in our community through awareness, activities, advocacy and fundraising.

[Rotary](#) brings together a global network of volunteer leaders dedicated to tackling the world’s most pressing humanitarian challenges. Rotary connects 1.2 million members of more than 35,000 Rotary clubs in over 200 countries and geographical areas. Their work improves lives at both the local and international levels, from helping those in need in their own communities to working toward a polio-free world. Visit [Rotary.org](#) for more information on Rotary’s focus to support education.

[Save the Children](#) believes every child deserves a future. Since our founding 100 years ago, we’ve changed the lives of more than 1 billion children. In the United States and around the world, we give children a healthy start in life, the opportunity to learn and protection from harm. We do whatever it takes for children – every day and in times of crisis – transforming their lives and the future we share. Follow us on [Facebook](#), [Instagram](#), [Twitter](#) and [YouTube](#).

###

Press Release**To Announce Together, We Read & Rotary/Save the Children Partnership****FOR IMMEDIATE RELEASE****{DATE}****MEDIA CONTACT:** {Insert Name}, {Insert Phone Number}**ROTARY TEAMS UP WITH SAVE THE CHILDREN TO PREPARE {INSERT STATE}'S YOUNGEST FOR FUTURE ACADEMIC SUCCESS WITH TOGETHER, WE READ**

{INSERT city, state, date} — As parents prepare their students for another academic year, they also need to make the most of early learning moments for their babies and toddlers to build the skills that underpin literacy and lifelong learning.

According to Save the Children, a nonprofit that shares Rotary's vision for strengthening communities through education, 80 percent of a child's brain is developed by age three. In *{INSERT TOWN/METRO AREA}*, *{INSERT LOCAL STATISTIC}* percent of children are not reading at grade level due in part to underdeveloped language, thinking and social skills necessary for school readiness.

Rotary members from *{INSERT TOWN/METRO AREA}* are partnering with Save the Children in a new community-based, early childhood literacy initiative **Together, We Read** to bring resources, materials and personal attention directly to the community's youngest and most vulnerable citizens during this critical developmental stage.

"By working with the Rotary Club of *{INSERT NAME}*, we're able to bring our early learning programming to the families and children who need it most," said Mark Shriver, Senior Vice President of U.S. Programs & Advocacy for Save the Children. "Many of the children in *{INSERT COMMUNITY NAME/REGION}* live in households with no books or access to educational resources, and by age three, the average child in such a household knows fewer than half as many words as children in resource-rich homes. That's why we're proud to partner with Rotary as we take the first step in getting kids ready for the classroom."

Together, We Read focuses on guest readers, one-on-one reading tutorials with children and their families, book donations and more *{OR INSERT BRIEF DESCRIPTION OF PROGRAM IN REGIONAL AREA}*.

"Supporting education and literacy is one of our core focal points," said *{INSERT ROTARY CONTRIBUTION}*. "We're bringing **Together, We Read** to life in cities and towns across the country through volunteer opportunities, fundraising, and more."

The early learning initiative will run for *{INSERT DURATION OF PROGRAMMING}*, and *{INSERT REGION}* residents are encouraged to visit *{INSERT CLUB LINK TO PROGRAMMING INFORMATION}* for more information.

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###

Pre-Event Press Release

To share with media outlets and announce something that will happen in the future, like the dedication of a Little Free Library

Note: This press release can be used and adapted for other kickoff events including StoryWalks, Reading Corners, etc.

FOR IMMEDIATE RELEASE**{DATE}****‘LITTLE FREE LIBRARY’ OPENS {DATE}!****MEDIA CONTACT:** {Insert Name}, {Insert Phone Number}

{Town Name}, {State Name} {Inset Date} – {Insert Name} Rotary Club is delighted to announce the opening and ribbon cutting of a new “Little Free Library” on {Insert Date} at {Insert time} at {Insert Location}. The community is invited and encouraged to attend the celebration. There will be {LIST ACTIVITIES – can include ribbon cutting, free books for children, costumed characters, brain games, refreshments, and free information on literacy and children’s brain development}.

The mini-library is {Detail about this initiative: the first one to open or one of several now open} in {Insert Community Name}. Families can stop by at any time and take or leave books to share with their children.

{Insert name and title} will cut the ribbon to officially open the new mini-library.

{Insert Quote From An Organizer Or Rotarian}

The event was presented by the {CLUB NAME} Rotary Club as part of **Together, We Read**. Rotary is partnering with Save the Children, a nonprofit organization working to improve children’s literacy and preparedness for school across the country to bring **Together, We Read** to communities across the United States.

The new Little Free Library was generously supported by {list other donors, sponsors if applicable, otherwise delete this paragraph}.

For more information about **Together, We Read**, the Little Free Library, and to find additional early literacy resources for your group or family, please contact {Insert Name & Contact Info}.

We know that early literacy is critical. Sharing books and reading aloud from infancy gives children language skills and a love of books and reading that helps prepare them for success in school and life.

*Through **Together, We Read**, Save the Children and Rotary are working together to make reading and literacy a central focus in our community through awareness, activities, advocacy and fundraising.*

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###

Post-Event Press Release

To share with media outlets and announce something that has happened in the community. It's always great to send along some photos!

Note: This press release can be used and adapted for other kickoff events including StoryWalks, Reading Corners, etc.

FOR IMMEDIATE RELEASE**{DATE}**

‘LITTLE FREE HOUSE LIBRARY’ OPENING HELD, ADDING TO PLACES WHERE FAMILIES CAN FIND BOOKS

{Town Name}, {State Name} {Inset Date} – About {Insert Number} community members gathered on {Insert Date} for the official opening and ribbon cutting for a “Little Free Library” at {Insert Location}.

The mini-library is one of several now open in {Insert Name} County. Families can stop by at any time and take or leave books to share with their children. Others Little Free Libraries across the County include {insert locations}.

{Insert Name, Title} cut the ribbon to officially open the Little Free Library. Every child who attended the event received a free, age-appropriate book, and there were costumed characters, brain games, refreshments, and free information on literacy and children’s brain development.

{Placeholder for quote from Rotary Leader}

The event was presented by the {Insert Name} Rotary Club as part of **Together, We Read**. Across the United States, Rotary Clubs are partnering with Save the Children, a nonprofit organizations working to improve children’s literacy and preparedness for school locally and across the country. There are similar partnerships addressing literacy and early-childhood learning in {Insert state/county names of participating Rotary Clubs if desired}.

The new Little Free Library was generously supported by {list other donors, sponsors if applicable, otherwise delete this paragraph}.

For more information about **Together, We Read**, the Little Free Library, and to find additional early literacy resources for your group or family, please contact {Insert Name & Contact Info}.

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###

Letter to the Editor or Op-Ed

Was there an article in your local newspaper about early childhood education? Is there a new bill that could negatively impact children being considered by local legislators? Write and submit a letter to the editor, or if you have a longer point to make, submit an Op-Ed! An Op-Ed can be more broadly focused personal or explanatory essay, commentary or reflections on cultural trends. Below is sample copy along with additional guidance to consider.

Article topics to consider responding to as either an Op-Ed or Letter-to-the Editor (this is not a comprehensive list, and we encourage you to consider angles and approaches beyond the following):

- News regarding local/regional funding for early childhood education programs/Head Start/preschool/nursery school.
- Related local/regional legislation.
- Educators-compensation, qualifications, testing, etc.—as any/all relate back to early childhood education issues in your community.
- Affordable childcare.
- New studies regarding early childhood education/importance of reading, talking to babies.

Submission instructions:

- Research the submission process for each media outlet you are targeting-process may direct you to an online form, note a specific email address for an editor, or email alias, etc.
- Make sure your piece meets word count guidelines, timeliness criteria, and that you provide all requested information (contact details, etc.).
- If an outlet is interested in publishing your Letter or Op-Ed, an editor will likely contact you directly. If your piece publishes, please share links to the piece on your Rotary club's digital and social media channels (websites, Twitter handles, Facebook pages, etc.)

Helpful examples:

- Example Letter-to-the-Editor submission guidelines from *The New York Times*: <https://help.nytimes.com/hc/en-us/articles/115014925288-How-to-submit-a-letter-to-the-editor>
- Example of a Rotary-placed Letter to the Editor from the Portland Press Herald: <https://www.pressherald.com/2019/03/15/letter-to-the-editor-rotary-ready-to-school-community-in-overdose-response-kennebunk-chief-says/>
- Example Op-Ed submission guidelines from *The New York Times*: <https://help.nytimes.com/hc/en-us/articles/115014809107-How-to-submit-an-Op-Ed-essay>.
- Example of a Rotary placed Op-Ed on Forbes.com: <https://www.forbes.com/sites/unicefusa/2019/04/24/why-vaccines-matter-in-2019/#353039892d7f>

SAMPLE LETTER-TO-THE-EDITOR/OP-ED**Response to an article that addresses early childhood education issues**

Dear Editor,

I read with great interest {INSERT HYPERLINK TO ARTICLE HEADLINE}, by {INSERT NAME OF REPORTER} about that appeared on {INSERT DATE}.

As {INSERT CITY/TOWN} faces {INSERT ISSUE OR STATISTIC REFERENCED IN ARTICLE}, there is no question that if we don't act now to address {INSERT ISSUE}, our community's most vulnerable children will risk facing academic challenges that could have lifelong implications.

That's why the Rotary Club of {INSERT ROTARY CLUB NAME} is teaming up with Save the Children to {INSERT PROGRAM ACTIONS} as part of our new community-based, early childhood literacy initiative **Together, We Read.**

As organizations dedicated to strengthening communities through education, our goal is to bridge the academic achievement gap by helping our youngest citizens build the skills that underpin literacy. As president of my Rotary club, I'm proud to be part of this effort, and we've already started by {INSERT IMPACT STAT OR WORK IN PROGRESS}.

There is much to be done. I urge readers to join us as we help children prepare for school and set the course for future academic success in communities across {INSERT CITY/TOWN/REGION OR STATE}.

{INSERT NAME}

Rotary Club of {INSERT NAME}

{INSERT ADDRESS}

Phone: {INSERT PHONE NUMBER}

Email: {INSERT EMAIL ADDRESS}