Media Advisory Template

Replace bracketed fields, then delete this instruction. Send to local assignment editors and education/community reporters several days before your observance. Confirm attendance and school access with your local contact.

MEDIA ADVISORY
CONTACT: [NAME, TITLE]
[EMAIL] | [PHONE]

[SCHOOL OR DISTRICT] TO OBSERVE RUBY BRIDGES WALK TO SCHOOL DAY

[CITY, STATE] — Students at [SCHOOL] will honor Ruby Bridges' courage through [ACTIVITY] on [DAY, DATE]. The local observance is part of Ruby Bridges Walk to School Day, a national day of dialogue that invites young people to consider how they can create positive change in their schools and communities.

Event details

WHAT: [LOCAL EVENT DESCRIPTION]
WHEN: [DAY, DATE, START AND END TIME]
WHERE: [ADDRESS AND SPECIFIC MEETING LOCATION]
WHO: [PARTICIPANTS AND CONFIRMED SPEAKERS]
VISUALS: [ACTUAL PHOTO OR VIDEO OPPORTUNITIES]
INTERVIEWS: [AVAILABLE SPOKESPEOPLE; STUDENT INTERVIEWS SUBJECT TO SCHOOL PERMISSION]
MEDIA CHECK IN: [RSVP, ARRIVAL, PARKING AND ACCESS INSTRUCTIONS]
ACCESSIBILITY: [ACCESSIBLE ENTRANCE AND CONTACT FOR ACCOMMODATIONS]
WEATHER PLAN: [ALTERNATE ARRANGEMENTS, IF APPLICABLE]

Background

Ruby Bridges was six years old when she integrated William Frantz Elementary School in New Orleans in November 1960. Schools design their own observances, which may include classroom conversations, assemblies, student-led activities or a commemorative walk. A physical walk to school is not required.

Learn more: https://RubyBridges.foundation

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