



# Local Media Email Templates

Replace all bracketed fields. Select one email for your purpose. Link or attach the customized release or advisory. Do not promise access to students or speakers until permission is confirmed.

## Announcement

Subject: [SCHOOL] students to honor Ruby Bridges on [DATE]

Hi [REPORTER NAME],

Students at [SCHOOL] in [CITY] will observe Ruby Bridges Walk to School Day on [DATE] with [BRIEF LOCAL ACTIVITY].

The day honors Ruby's historic first steps into William Frantz Elementary School and invites students to talk about courage, kindness and how they can make a difference in their own community. Our students will [SPECIFIC LOCAL DETAIL OR STUDENT ROLE].

I've attached our press release with more information. I'd be happy to help arrange an interview with [CONFIRMED SPOKESPERSON] or answer questions.

Thank you for considering this story.

[NAME]

[TITLE / SCHOOL]

[PHONE] | [EMAIL]

## Invitation to cover the event

Subject: Media invitation: Ruby Bridges Walk to School Day at [SCHOOL], [DATE]

Hi [REPORTER NAME],

We'd welcome you at [SCHOOL] on [DATE] at [TIME] as students observe Ruby Bridges Walk to School Day through [ACTIVITY].

Photo and video opportunities include [SPECIFIC VISUALS]. [CONFIRMED SPOKESPERSON] will be available to speak about [TOPIC]. Student interviews require advance coordination under our school's policies.

The event takes place at [LOCATION]. Please contact me at [EMAIL/PHONE] so we can arrange check-in and access. Our advisory is attached.

Thank you,

[NAME]

[TITLE / SCHOOL]



RUBY BRIDGES WALK TO SCHOOL DAY | MEDIA KIT

## Brief follow up

Subject: Following up: [SCHOOL] Ruby Bridges observance on [DATE]

Hi [REPORTER NAME],

I'm following up on our invitation to [SCHOOL]'s Ruby Bridges Walk to School Day observance on [DATE] at [TIME].

Students will [SPECIFIC ACTIVITY], and [CONFIRMED SPOKESPERSON] will be available for interviews.

Please let me know if you'd like to attend or need more information. I can also provide approved photos and captions afterward if helpful.

Thank you,

[NAME]

[PHONE] | [EMAIL]