# SAMPLE MEDIA ADVISORY FOR OFFICIAL POETRY OUT LOUD HIGH SCHOOL CONTESTS

For teachers and schools participating in the official Poetry Out Loud contest, use this as a template for a media

advisory. Send your media advisory to local print and TV stations 3-5 days before your high school contest. If you have a Twitter account, post a tweet (and include the hashtag #POL16) to notify your followers about new Poetry Out Loud related press releases or media advisories.

**Contact:** [NAME, TITLE]

[HIGH SCHOOL NAME/ LOGO]

[ADDRESS]

[PHONE | EMAIL]

[WEB ADDRESS | BLOG ADDRESS | FACEBOOK | TWITTER – *EMBED HYPERLINKS TO ADDRESSES*]

# MEDIA ADVISORY

# DATE

# [HIGH SCHOOL] ANNOUNCES POETRY OUT LOUD CONTEST

WHAT: [HIGH SCHOOL] announces a school contest for Poetry Out Loud: National Recitation Contest. The competition, presented in partnership with the [STATE ARTS AGENCY], the National Endowment for the Arts, and the Poetry Foundation, is part of a national program that encourages high school students to learn about great poetry through memorization, performance, and competition. Over the past 10 years, Poetry Out Loud has reached nearly 3 million students, more than 9,500 schools, and thousands of teachers across the country. On [DATE], more than [NUMBER] students from [HIGH SCHOOL] will participate in the Poetry Out Loud school contest at [LOCATION]. The winner of this competition will advance to the [REGIONAL OR STATE] Poetry Out Loud contest. The [STATE] champion will advance to the Poetry Out Loud National Finals on May 3-4, 2016 in Washington, DC, where $50,000 in awards and school stipends will be distributed.

 WHO: Featured speakers and participants will be:

* [HIGH SCHOOL OFFICIALS]
* THE MASTER OF CEREMONIES]
* [NAMES AND TITLES OF GUEST JUDGES]

 WHEN: [DATE, TIME]

 WHERE: [LOCATION]

OTHER: Attendance at [EVENT/LOCATION] is free and open to the public, although seating is limited. For further information, call [CONTACT] at [NUMBER].

 FOLLOW: Poetry Out Loud is on Twitter [your Twitter handle], @PoetryOutLoud, and @NEAarts, #POL16

 CONTACT: [SPECIFY MEDIA RSVP CONTACT AND RSVP DEADLINE IF APPLICABLE]

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# SAMPLE FOLLOW-UP PRESS RELEASE FOR OFFICIAL POETRY OUT LOUD HIGH SCHOOL CONTESTS

For teachers and schools participating in the official Poetry Out Loud contest, simply fill in the holes of this “swiss cheese” press release and send it to your local media outlets (newspaper, newsletters, websites, radio, TV, social media channels) after the school contest.

**Contact:** [NAME, TITLE]

[HIGH SCHOOL NAME/ LOGO]

[ADDRESS] [PHONE | EMAIL]

[WEB ADDRESS | BLOG ADDRESS | FACEBOOK | TWITTER – EMBED HYPERLINKS TO ADDRESSES]

FOR IMMEDIATE RELEASE DATE

# [HIGH SCHOOL] ANNOUNCES WINNERS OF POETRY OUT LOUD CONTEST

[CITY, STATE] — [HIGH SCHOOL] announces the winners of the school contest for Poetry Out Loud: National Recitation Contest. The student winners are [NAME SCHOOL CHAMPION AND OTHER TOP WINNERS].

The competition, presented in partnership with the [STATE ARTS AGENCY], the National Endowment for the Arts, and the Poetry Foundation, is part of a national program that encourages high school students to learn about great poetry through memorization, performance, and competition. On [DATE], more than [NUMBER] high school students from [HIGH SCHOOL] participated in the Poetry Out Loud school contest at [LOCATION].

Poetry Out Loud is a national arts education program that encourages the study of great poetry by offering educational materials and a dynamic recitation competition to high schools across the country. Poetry Out Loud uses a pyramid structure. Beginning at the classroom level, winners advance to a school-wide competition, then to [REGIONAL OR STATE] competition, and ultimately to the National Finals in Washington, DC. Over the past 10 years, Poetry Out Loud has reached nearly 3 million students, more than 9,500 schools, and thousands of teachers across the country.

At [HIGH SCHOOL], students recited works they selected from an anthology of more than 900 classic and contemporary poems. Judges evaluated student performances on criteria including voice and articulation, evidence of understanding, and accuracy. Teachers introduced poetry recitation in the classroom using free, standards-based curriculum materials created by the NEA and the Poetry Foundation, including a teacher’s guide, lesson plans, an online anthology, posters, and video and audio on the art of recitation. Schools are welcome to download these resources at www.poetryoutloud.org.

The [HIGH SCHOOL] winner will advance to the [REGIONAL OR STATE] contest on [DATE] at [LOCATION]. Each champion at the state level will receive $200 and an all-expenses-paid trip to Washington, DC, to compete for the national championship, May 3-4, 2016. The school of the state champion will receive $500 for the purchase of poetry books.

To learn more about the [STATE] Poetry Out Loud contest, contact [STATE ARTS AGENCY REPRESENTATIVE] or visit www.poetryoutloud.org.

[BOILERPLATE INFORMATION ON YOUR HIGH SCHOOL]

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