

## AFSCME Council 57 Media Advisory Template

Here is an example of what a typical media advisory should look like.



Local Logo Here

### MEDIA ADVISORY

**CONTACT:** (Communications lead's name and contact info) (Name), (Organization Name), (Phone Number), (Email Address)

**(catchy headline) Mayor, OUSD Superintendent, Peralta Colleges Chancellor Form Citywide Partnership to Help Transform Oakland High Schools**

**WHO:** (describes who is putting on the event; make sure to include high-profile people who are going to draw attention to the event) Oakland Unified School District Superintendent Gary Yee, Peralta Colleges Vice-Chancellor Dr. Michael Orkin, Oakland Mayor Jean Quan, 100+ faith and school leaders from Oakland Community Organizations and East Bay Asian Youth Center.

**WHEN:** (time of event) Wednesday, October 23, 2013, 9:30am

**WHERE:** (location of event) Life Academy High School, 2101 35th Ave., Oakland

**WHAT:** (a few sentences about gist of event, including a hook that will get someone's attention) OUSD Superintendent Gary Yee, Mayor Jean Quan and Peralta Colleges Vice-Chancellor Dr. Michael Orkin will come together at Life Academy to unveil an innovative strategy aimed at closing the racial achievement gap for Oakland's high school students. The strategy has buy-in throughout the entire city, and on Oct. 23, the three leaders will sign an agreement at the event showing their commitment to the citywide partnership.

The strategy is called Linked Learning, which has been proven to be a successful and increasingly popular approach to education throughout the state because it integrates rigorous academics with work-based learning and real-world job experiences. Earlier this year, The Education Trust-West found that high schools with Linked Learning programs increased the number of students ready for college and career. In fact, students who were on Linked Learning pathways had a graduation rate of 84 percent during the 2011-12 school year, compared with 58 percent for students who weren't in those same programs. (facts that

emphasize the importance of event) With OUSD determined to increase graduation rates among its African American, Latino and low-income students, Linked Learning raises the bar for students and helps them answer the age-old question, “Why do I need to learn this?”

With Linked Learning, students like Elizabeth Beltrán have found that they’re more engaged in the classroom and better prepared to pursue real pathways to college and quality jobs. “If it wasn't for the support I found at Life Academy, the chances of me going to Cal would have been diminished,” said Elizabeth, who graduated from Life Academy in 2009 and just recently got her bachelor’s degree from UC Berkeley. “I knew I was a good student, but I used to think that the idea of going to college was impossible for me because I was poor, Mexican, and no one in my family had gone to college before. The internships and the high expectations that the school had for us were not just helpful academically but also on a personal level. They took away the blindfold and helped us see that we could be more than what our community offered.” (good quote)

“The school district is thrilled about our new partnership with the city and Peralta Community College District,” said Gary Yee, the OUSD Superintendent. “Our goal for Linked Learning is to help students apply the academic skills they are learning in school to solve real world issues and, ultimately, show them how their high school education directly relates to their career interests and aspirations.”

The announcement of the new partnership will provide a preview to the plan that is being presented later that day to the OUSD board to make Linked Learning the standard at every high school in Oakland.

**VISUALS:** (this is helpful for reporters to visualize what photos/video would make the story look good) Key officials signing agreement; Linked Learning success stories from students, teachers and parents.

\*\*\*\*

(include credential) One of the largest and most historic community organizing networks in Oakland, Oakland Community Organizations currently organizes with 60 congregations and schools across the city of Oakland. A powerful, multi-ethnic organization that is transforming Oakland into a place of justice and equity, OCO’s mission is to develop leaders who build power through their organization to bring about systemic change and improve the quality of life for their families. OCO is the founding affiliate of the PICO National Network, one of the largest and fastest growing community organizing efforts in the country. Learn more at [www.oaklandcommunity.org](http://www.oaklandcommunity.org).