How to Share Your Pre-K Week Story with the Media

Note: Collect signed photo release forms (each child at your site should already have a media form on file as part of their registration). This is a very important step: Media cannot cover an event at your center without photo releases.

On-site Media Coverage:
Invite media to your Pre-K Week event, especially if you expect a legislator or prominent community member to attend:

1. About a week before your Pre-K Week event, call your local newspaper and TV station and ask for the news desk. Ask the person at the news desk for the name of the person who covers education or community events and get an email address to send your press release to, and a phone number for follow up.

2. Send an email to your contact and copy and paste the press release into the text of the email. Attachments to emails don’t always get opened. A template for the press release is available on our Pre-K Week webpage at https://georgiavoices.org/georgia-pre-k-week-for-centers/

3. Two days before your Pre-K Week event, follow up with your contacts with an email and a phone call. Politely and concisely, ask if they received your press release and if they plan to attend your event.
   a. Remind them of the details and tell them if anything has changed, especially if a legislator or community leader has confirmed that he will be at the event.
   b. If a newspaper can’t send a reporter, ask if they can send a photographer.
      i. If they can’t send a reporter or photographer, ask if you can submit a photo with caption for inclusion in their newspaper and website. Ask for the name and contact information for the person responsible for receiving this information.

Submitting News to Media:
If media cannot attend your event, send photographs to the media, complete with captions from your Pre-K Week event.
On the day of the event or no later than the next day, e-mail a high-resolution photograph with a caption to the appropriate media contact. You will need to provide the full names of adults, especially legislators or community leaders, who are clearly identifiable in the photos.

Here are two examples of photo captions:

“(Name of legislator or community leader) visited children at (Center Name) on (day of the week) as part of Georgia Pre-K Week, a statewide initiative hosted by Voices for Georgia’s Children and the Georgia Department of Early Care and Learning, to celebrate quality early education and the Georgia Pre-K Program.”

“Children at (Center Name) participated in (type of activity) on (day of the week) as part of Georgia Pre-K Week, a statewide initiative hosted by Voices for Georgia’s Children and its partners, to celebrate quality early education and the Georgia Pre-K Program.”