

**[INSERT SCHOOL BOARD LOGO IN HEADER]**

## **[INSERT SCHOOL BOARD NAME] urges government to address chronic underfunding in schools**

**[INSERT SCHOOL BOARD NAME]** believe(s) investing in education means investing in Alberta's economy

**March X, 2019, [INSERT CITY/TOWN], AB** — Locally-elected school boards in Alberta are made up of individuals who care deeply for the future of our next generation. Because of this, **[INSERT SCHOOL BOARD NAME]** is imploring government to address the chronic underfunding of our schools.

Albertans want a strong and diversified economy. There is no better way to guarantee our future than by investing in education. **[INSERT SCHOOL BOARD NAME]** believe(s) every student deserves the best opportunities to learn, no matter how complex their needs, no matter what part of the province they're from.

Even in times of fiscal restraint, education is not the place to cut—it's the place to invest, because our students deserve to have the resources needed to equip them for a diversified economy.

**"[INSERT LOCAL QUOTE]."**

**-[NAME], Board Chair, [INSERT SCHOOL BOARD NAME]**

What government can do to make this happen:

- **[INSERT SCHOOL BOARD NAME]** ask(s) that government complete a comprehensive funding formula review, in partnership with school boards.
- **[INSERT SCHOOL BOARD NAME]** ask(s) that government provide integrated services from the Ministry of Health and from Alberta Health Services.

**[INSERT SCHOOL BOARD NAME]** welcome(s) discussions with MLAs and other political parties of Alberta on ways to improve funding issues.

**[INSERT BOILERPLATE/ QUICK SENTENCE ABOUT BOARD]** For more information about **[INSERT SCHOOL BOARD NAME]**, visit, **[INSERT WEBSITE]**.

- 30 -

**Media inquiries:**

**[INSERT CONTACT INFO]**

### **How to send a news release:**

1. Research the newspaper, TV station or radio station you'd like to contact. Most media outlets have reporter and editor emails available on their websites.
2. Once you have the emails of the media outlets you'd like to contact, save the news release as a PDF document and either attach it to the email, or—better yet—embed it into the email. This makes it easy for the reporter as he or she doesn't have to open the PDF.

If you do choose to attach the news release as a PDF, write out a personalized email to the reporter. It's best to make sure this is short and to-the-point.

The subject line should be the headline of the article.

3. Have someone review the email for a final proof, then send the news release.
4. In small, rural areas, sometimes it's a good idea to do a follow-up phone with a call the next day. This helps to build relationships with the reporter, and can help you get an interview.