

## MEDIA KIT

Approaching local media to get coverage of your National Speech and Debate Education Day celebration is one of the best ways to spread the word about speech and debate in your community!

1. Find contact information for your local media outlets and/or your school paper.
  - Most news outlets have a tip line or email address that you can send story ideas to. But it also helps if you can reach out to a real person, including a reporter or producer! Try connecting with them on social media by tagging them in posts about your celebration.

### Do you have a favorite reporter whose email address you can find?

Most of the time, you'll be able to find their contact information on their organization's website. Try sending them a personal email with the press release attached!

2. Use our press release template to highlight how your school is celebrating. Make sure to include information on the date, time, and location of any events you're planning to hold.
3. Be available for interviews! Make sure your NSDE Captains, coaches, or students are ready to talk about why speech and debate is important to them. (Hint: download our Speech and Debate Fact Sheet at [www.SpeechAndDebateDay.org](http://www.SpeechAndDebateDay.org)!)

Share any articles or news stories that you get published with the NSDA by tagging us @speechanddebate or emailing [grace.rogers@speechanddebate.org](mailto:grace.rogers@speechanddebate.org).

**GOOD LUCK!**



Additional free resources, including posters, fundraising tips, templates, and more are available at [www.SpeechAndDebateDay.org](http://www.SpeechAndDebateDay.org).