Public Service Announcement Toolkit

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Linked Learning PSA Toolkit

Spreading the word about Linked Learning is an important ongoing goal for all of us in the Linked Learning field. One tool at your disposal for spreading the word is the public service announcement.

Public service announcements (PSAs) are unpaid advertisements or announcements that are designed to inform the public about a specific issue or cause. Whether it is a community calendar listing, newspaper classified, radio announcement, or television spot, a PSA provides viewers, listeners, or readers with valuable information that could positively affect their lives.

This toolkit contains tips and materials to help you develop and place PSAs about Linked Learning events and announcements at your school in local media outlets.
10 Steps for Placing a PSA

1. **Do your Homework**
   Before pitching PSAs to broadcast and print outlets in your area, research your local media organizations. Your contacts will appreciate that you took the time to understand their company and the media industry.

   - **Identify media outlets that reach your target audience.** Does this station or newspaper reach business and civic leaders, teachers, or parents? In which language(s) does the station air programming and PSAs? You can find out more about the media outlet’s target audience by asking its advertising or sales department. By demonstrating your understanding of a station or publication’s target audience, you are showing these media professionals that you care about their business and are giving them a reason to care about your issue, namely, because it is important to their readers and viewers. Eliminate the outlets that do not reach your target audience for whatever given message you want to get out.

   - **Research their current public service efforts.** Does this outlet have an ongoing community or public service campaign that corresponds with the Linked Learning mission? Is this outlet promoting a particular community issue on a regular basis, such as education? Does this newspaper, radio station or television station already work with any members of your coalition like corporate partners or colleges? Can Linked Learning work—promoting college and career readiness—add value to their current community affairs work? A “yes” to any of these questions could translate into a valuable opportunity for your coalition to successfully place a Linked Learning PSA.

      Encourage local media outlets to use current and past public service commitments as a springboard for a new partnership with Linked Learning. For example, if a television station sponsors activities about education, Linked Learning materials and on-the-ground outreach efforts can add value to their community affairs work. If an outlet does not have an existing public service campaign, encourage it to consider working with Linked Learning. The outlet’s participation would give it the opportunity to provide a tangible service to its readers, viewers, or listeners.

   - **Prepare local facts and figures.** Before agreeing to run a PSA, public service professionals will want to know why they should promote Linked Learning. They will want to understand the scope of the problem of student dropout rates and college readiness in their media market and how Linked Learning can both help students succeed and help the local economy. This toolkit has a FAQ that will help you work with media. Also be prepared to share real student success stories.

   - **Prepare a media list.** Once you have determined which media outlets you will target, prepare a media list. The list should include the contact information for the public service director, community affairs director, or public affairs department you will pitch to place a PSA. Call the stations and newspapers in your area to prepare the media list, or consult their websites. Include:
     - Name and title of contact
     - Mailing address and e-mail address
     - Fax and phone numbers
     - Specific instructions they provide for submitting PSAs

2. **Tailor your PSAs**
   Know your audience. Focus your PSA on career readiness and work-based learning opportunities for business publications. Focus on student success and personal stories for outlets targeting parents. Identify what message about Linked Learning will resonate most with your outlet’s target audience and highlight that message. There are sample PSA scripts in this toolkit that will help you get started.
3. **Prepare your Pitch**

In addition to the PSAs, there are several documents that you should customize with information about your school’s Linked Learning program, including:

- **Pitch memos**: Pitch memos are your first line of communication with a media outlet. They outline the problem, identify the solution, and suggest how the station or newspaper can reach your target audience. These memos, when written persuasively using state and local data, will be the key to capturing the attention of a public service director.

- **Pitch Kit**: Along with a pitch memo, a pitch kit is designed to inform media professionals about your cause quickly. A standard kit contains fact sheets about Linked Learning (available at LinkedLearning.org), an event summary or flier if applicable, local pathway information, and other information about Linked Learning programs in your district/media market. Don’t forget to insert suggested scripts for the PSAs—including television and radio scripts for taped spots. (Reminder: Only send radio scripts to radio stations and television scripts to television stations.)

- **PSA Tracking Email**: This short email is designed to help you track which media outlets are running your PSAs. These emails will help you gather feedback that can help you plan a future PSA campaign. While there is no guarantee that the public affairs director will respond, you increase your chances of response by keeping your questions brief and sending one gentle reminder.

Templates for these materials can be found starting on page 14 of this toolkit.

4. **Prepare a Linked Learning Spokesperson**

Once you begin pitching your PSAs, some media contacts may request interviews about Linked Learning. Often, organizations have found that PSAs can be the impetus for news coverage. These interviews offer the opportunity to talk about Linked Learning and the positive outcomes in your district. You should be ready to handle these interview requests. You can find templates for talking points and FAQs on the Linked Learning Alliance website, www.linkedlearning.org, which will help you answer basic questions about Linked Learning. Use the materials that you prepared for your pitch kit to customize these message points. Personal stories of student success are especially compelling for the media. Be ready to highlight one or two student success stories from your district. Remember: the best success stories aren’t always from your A+ students; often, they come from students who never imagined themselves going to college or having a promising future, but now have a promising path forward thanks to Linked Learning.

5. **Make Preliminary Calls**

Make introductory pitch calls before sending your PSAs to media outlets. These initial calls give you a chance to double-check your contact information and build a rapport with public service and community affairs professionals. If there is one piece of advice universally provided by media professionals to groups pitching PSAs, it is: keep these conversations short and to the point!

It is important to remember that practice makes perfect. Rehearse your pitch before contacting the media. Begin by introducing your organization, consortium or school. Use these first few moments to briefly explain the purpose of your call—to learn more about the outlet’s policy for placing public service or community announcements. Your contact will probably either explain the procedure for submitting a PSA or refer you to the person who can.

Once you have identified the appropriate contact person and understand the submission process, you can either: 1) let your contact know that you will follow up by sending or delivering an information package including the PSAs, or 2) ask if they have a minute to discuss your effort.

Before proceeding to this succinct explanation, consider the tone of the conversation. If your contact seems rushed or uninterested, simply thank them for their time and promise to follow up by providing a PSA kit. However, if the public affairs representative seems to want to know more about Linked Learning, take a few moments to brief them on three important points:
• **The Problem:** Low high school graduation and college attendance rates in California and in the region.

• **The Solution:** Linked Learning, a proven approach to high school education that is yielding positive results.

• **The Need for their Involvement in your Outreach Campaign:** Generate awareness about your upcoming Linked Learning event or the cause generally to foster support and potential partnerships with local businesses.

Follow up on this conversation and email a fact sheet to your contact before mailing or hand-delivering the full PSA kit. To ensure that this issue is still fresh in their minds, be sure that your PSA kit reaches your contact within a few days of this conversation. Through the PSA pitching process you will want to build a relationship with your media contacts. These early conversations could be the start of an ongoing discussion and future media partnerships.

6. **Distribute and Follow Up on your PSA Kits**
   Consider personally delivering your PSAs and pitch kits to the media contacts with whom you have spoken. If you have not established this relationship yet, mail your materials. Follow up with everyone who received a PSA kit about one week later.

   Use the follow-up call to pick up where you left off in your first conversation. Take a few moments to run through the problem, solution and need for this PSA effort. This follow up call is an opportunity to begin helping your contact care about the issue of uninsured children. Keep a log of your conversations with media contacts, especially if there are questions that you need to answer.

7. **Respond to Requests from your Contact**
   As you pitch your PSAs, your contact may ask for information that might not be at your fingertips. If you need to follow up on a request, be sure to do so quickly.

8. **Nail Down a PSA Placement Commitment**
   You have informed your media contacts about Linked Learning in your community and pitched your PSA aimed at reaching your target audiences. Now it is time to close the deal! Often, the public service or community affairs director will not be able to commit right away on the placement of your PSA. They might have to send it through a committee or wait for space to open up in their rotation. You may need to continue placing follow-up calls for several weeks to find out if your announcement will run.

   Based on the relationship you have built with your media contacts, you will know how much follow-up is required in the future. If your contact cannot provide concrete information about the timing or duration of the PSA placement, tell them you will check back in a few weeks.

   Track your PSAs once they begin airing. If you have a general idea when the spots will be used, consider assigning one or more people the task of monitoring specific media outlets to know when your PSAs are running.

9. **Evaluate the Impact of your PSA Campaign**
   If your contact is able to provide you with specific placement information, like a television or radio time slot when the PSA will air (e.g., the day of the week and hour of placement), encourage the public service or community affairs director to return the PSA Tracking Postcard in the pitch kit. Also ask for information about its audience during that period.

   Tracking PSAs can be challenging. Media outlets often use PSAs as “filler,” running them when a paid spot is unexpectedly cancelled or during time periods that have not been claimed by advertisers. And because it is impossible to control the time or frequency of your PSA placements, as you can with paid spots, the number
of people who will hear and respond to your announcements will not be as large as with a paid advertising effort. But it is still worthwhile, because you’re still reaching people with a PSA campaign!

10. Share and Build on the Results
Your coalition will be interested in learning about the impact of your PSA effort. Compile your evaluation findings into a memo or presentation. If your campaign was particularly effective, you should share this information with the media outlets that aired or printed your PSA. Be sure to thank the community affairs and public service directors at the media outlets that used your PSAs. Based on the success of your PSA campaign, you may want to consider taking this media relationship to a new level—a media partnership. In a media partnership, your organization would agree to spend a certain dollar amount on paid advertising with the agreement that the station or outlet would then match your investment dollar-for-dollar or better with additional unpaid placements. For more advice on launching a media partnership, contact LinkedLearning@gmmb.com.
Every day, parents and educators across the state work hard to make sure that students are prepared to succeed in the fast-paced, ever-changing world we live in today. In [CITY/COUNTY], Linked Learning pathways are helping local students meet those challenges. Linked Learning is an approach to secondary education that is transforming education in our community and in California by integrating rigorous academics with career-based learning and real-world workplace experiences in fields such as engineering, health care, performing arts, law, and more.

The Linked Learning pathways in [DISTRICT/REGION] are demonstrating exemplary results. To celebrate the many successful accomplishments of Linked Learning, [SCHOOL] will be hosting an [EVENT] showcasing [NEWSHOOK].

We need your help to tell parents and businesses in our community about this innovative approach to education. Below are 10-, 15-, and 30-second live-read scripts for PSAs notifying your audience of the upcoming [EVENT]. We would appreciate it if your on-air talent would read these announcements as often as possible before the event on [DATE]. This PSA has an end date of [DATE].

In addition, we would be grateful if you would consider posting the PSA, in voiceover or text form, to your website, as well as post the information on your community calendar and tweet about it. We would also like to invite you to [LOCATION] on [DATE] at [TIME] to participate in the event, as well as to receive a private tour at your convenience.

If you have any questions regarding this PSA or to arrange a tour of [LOCATION], please contact [NAME] ([PHONE], [EMAIL]).

Thank you in advance for your support of this important educational movement that is making a difference in the lives of our students, our community, and our state.

Radio (10 seconds)

Radio (15 seconds)

Radio (30 seconds)
ANNOUNCER V/O: Add the Linked Learning [EVENT] to your calendar. On [DATE] at [TIME], find out how Linked Learning inspires more students to stay in school, achieve more, and graduate ready for college and career.

Linked Learning ignites students’ passions by combining rigorous academics with real-world learning opportunities in career fields such as engineering, health care, performing arts, and law.


Sincerely,
[NAME]
[TITLE]
[ORGANIZATION]
[FULL CONTACT INFORMATION]

**NOTE:** Remember to put your letter on your organization’s letterhead and include the Linked Learning logo, available at www.LinkedLearning.org/resources.
Template Television Reader and Spokesperson Scripts

For television PSAs, you can elect to 1) feature an expert spokesperson to read your script to be taped at the news station, or 2) send the news station footage along with a taped recording of your script to be used as a voice over.

1. Spokesperson

   **Television (30 seconds)**
   **Teacher:** As a teacher at [SCHOOL], I’ve witnessed firsthand how Linked Learning is having a positive impact on [REGION/DISTRICT] students.

   Our students complete challenging courses that relate to their interests in [INDUSTRY] and participate in job shadowing and internships with real [INDUSTRY] professionals.

   Linked Learning answers the age old question “why do I have to learn this?” and sets kids on a pathway to success in college and career.

   See what students are gaining from Linked Learning and how you can get involved with Linked Learning, come to [EVENT] on [DATE] at [TIME].

   **Television (30 seconds)**
   **Business Leader:** I’m [NAME], [POSITION] at [COMPANY]. [INDUSTRY] is one of the biggest economic drivers in the [REGION/DISTRICT/STATE]. Yet, [COMPANY] struggles to find qualified workers to fill in-demand jobs.

   An approach to education called Linked Learning is preparing students to succeed in college and career by combining rigorous academics with work-based learning opportunities.

   [COMPANY] provides internships to students at [SCHOOL] interested in [INDUSTRY]. We see this as an investment in our future workforce by helping kids get on the path to build and grow meaningful careers.

   To learn about the fantastic work [STUDENTS] did for [COMPANY] this year and learn how you can partner with a Linked Learning school, come to [EVENT] on [DATE] at [TIME].

2. B-Roll (stock) Footage and Voiceover

   **Television (30 seconds)**
   **ANNOUNCER V/O:** Add the Linked Learning [EVENT] to your calendar. On [DATE] at [TIME], find out how Linked Learning inspires more students to stay in school, achieve more, and graduate ready for college and career.

   Linked Learning ignites students’ passions by combining rigorous academics with real-world learning opportunities in career fields such as engineering, health care, performing arts, and law.


   **Recommended Footage:** Focus your footage (also called b-roll) on students. Images of students in the classroom, at internships, or presenting at past events are compelling to your audiences. You will need to make sure all appropriate legal forms are signed for students to appear in a PSA.
Community Calendar/Classifieds Cover Letter & Listing
(Choose the appropriate listings for your activities)

Dear Community Calendar Editor:

As we prepare [for a successful school year/to wrap up another school year], educators and policymakers are renewing their focus on providing the best possible education for California students. [SCHOOLS] in [DISTRICT/REGION] are adopting an education approach called Linked Learning, which integrates robust academic standards with real-world learning opportunities like internships and job shadowing. This education approach has shown promise with improved engagement and graduation rates in Linked Learning pathways across the state.

On [DATE] at [TIME], [SCHOOL] will be hosting an event about Linked Learning. Educators, parents, and the larger community can attend to receive information about Linked Learning and how they can get involved. Business representatives involved in Linked Learning internship programs will be on hand to answer questions as well [OR OTHER INCENTIVES IF APPLICABLE]. [INSERT SENTENCE TAILORED TO THE ACTIVITIES AVAILABLE AT YOUR EVENT.]

Please include the following notice in your community calendar listing on-air, online, and in print. We’d appreciate it if you could also share this information with your audiences in other ways, such as by posting it on your station’s social media profiles or blogs. I will follow up with you in the next few days. If you have any questions in the meantime about our program, or if anyone at your organization would like to visit a participating school for a more in-depth look at our success, please contact me at [PHONE].

Thank you for your consideration.

[NAME]
[TITLE], [ORGANIZATION]

Information about the Event for the Community Calendar:

Linked Learning: Transforming Education in California
When students love what they’re learning, they work harder, dream bigger, and learn more. Come find out more about Linked Learning, a transformative approach to education in California that is helping to create an engaged and productive future workforce for California that is ready to succeed in college, career, and life. On [DATE] at [TIME], [ORGANIZATION] will be hosting [EVENT] that will feature the success of the Linked Learning pathways in [DISTRICT/REGION]. Stop by to learn about Linked Learning in the community and how you can get involved. For more information, please call [PHONE].

NOTE: Remember to put your letter on your organization’s letterhead
Talking Points

Basic Definition:
• By integrating rigorous academics with career-based learning and real world workplace experience, Linked Learning is transforming education for California’s students, helping them succeed in college, career, and life.

Primary (for All Audiences):
• Linked Learning is transforming education in California by integrating rigorous academics with career-based learning and real-world workplace experiences.

• When students love what they’re learning, they work harder, dream bigger, and learn more.

• Linked Learning is a proven approach that is turning public secondary education into a personally relevant, engaging experience for any student, exposing them to previously unimagined college and career opportunities.

• Linked Learning ignites students’ passions by creating meaningful learning experiences in career-oriented pathways in fields such as engineering, health care, performing arts, law, and more.

• Linked Learning is a way to implement the Common Core State Standards. The framework for the Common Core State Standards is directly aligned with Linked Learning — a focus on critical thinking, analysis, and applying knowledge to solve real-world problems.

• Linked Learning is helping to create an engaged and productive future workforce for California.

• Linked Learning students graduate ready to succeed in college, career, and life.

• Research shows that compared to traditional high schools, the Linked Learning approach results in greater rates of persistence, attainment of more credits, and higher graduation rates for all students.

• Linked Learning is available in more than a dozen school districts in California, and is currently expanding to more than 63 school districts across the state. The goal is to make Linked Learning available to every student in the state who wants to attend a pathway program.

• The California Department of Education, the James Irvine Foundation, and the California Community Colleges are contributing new funding for the 63 new pilot districts, ensuring that more districts, schools, and community colleges have the resources to develop Linked Learning pathways.

Secondary (for All Audiences):
• Students in the Linked Learning approach understand how their high school education leads to their next academic or career steps. They can answer the question, “Why do I need to learn this?”

• Students engage in professional learning via job shadowing, apprenticeships, internships, and professional skill-building before they leave high school. They begin to understand all the possible choices available to them after high school and raise their aspirations accordingly.

• Employers are critical partners in Linked Learning. Employers provide essential work-based learning opportunities for students. Students interact with professionals in California’s top industries in real-world
settings and graduate with a clear understanding of what they need to do to be successful in any postsecondary education program or career.

- Linked Learning creates more opportunity for students to discover new aspirations and graduate with the skills and knowledge they need to succeed in college and career. Linked Learning improves equity for all California students. It inspires students who may never have imagined going to college to excel in high school, graduate, and succeed in college and life.

- Linked Learning prepares high school students for a full range of post-graduation opportunities. It combines academics and professional skills, which are both necessary for a complete education and a successful future.

- Improving educational achievement for all students will require the help of entire communities—including business leaders, parents, community organizations, and higher education—working together with educators as stakeholders in the public education of their communities.

Common Media Questions for Spokespeople
Q. What is Linked Learning?
A: Linked Learning is an approach to education that transforms the traditional school experience by bringing together strong academics, career-based classroom learning, and real-world workplace experience to help students gain an advantage in high school, postsecondary education, and career. Students can choose among industry-themed pathways in fields such as engineering, arts and media, and biomedicine and health.

Pathways connect learning with student interests and career aspirations, making their high school education personally relevant and providing them with experimental learning experiences beyond the classroom where they can engage with working adults on important problems. This type of education leads to higher graduation rates, increased postsecondary enrollment, higher earning potential, and greater civic engagement. All pathways, by design, offer students a college preparatory education, leaving the door open for students to pursue any career goal or interest after high school.

Q. How does Link Learning work?
A: Linked Learning pathways currently offer high school students from grades nine through 12 a rigorous academic curriculum integrated with a career focus and work-based learning opportunities in and out of the classroom. This approach prepares students for the full range of postsecondary options. Linked Learning can be implemented using different models and in various settings. Linked Learning also can be applied in middle school or even earlier, as well as in college-level learning. All Linked Learning pathways include:

- A rigorous academic component that includes English, mathematics, science, history, and other pertinent courses, all of which prepare students to succeed in college.
- Career-based learning in the classroom, including three or more courses that help students gain the knowledge and skills that can give them a head start on a successful career.
- Work-based learning including job shadowing, apprenticeships, and internships, before they leave high school, helping them to understand all the possible career choices available to them.
- Personalized support services including resume and interview counseling and supplemental instruction in reading, writing, and mathematics that help students master critical academic and career-based components of their education.

Q. Does Link Learning track students?
A. Linked Learning does not track students. Pathways provide students with the academic and professional skills and experience to excel in any college program or career like critical thinking and working as a team. Linked Learning helps students learn about their interests and how their passions can parlay into careers they didn’t know was possible.

Q. How do Linked Learning student outcomes compare to traditional high schools in California?
A. The Linked Learning approach already has transformed the lives of thousands of students in California. Districts and schools currently offering a Linked Learning approach consistently demonstrate better student outcomes than traditional high schools. Research shows that compared to traditional high schools the Linked Learning approach results in greater rates of persistence and higher graduation rates for all students.

Studies show that the approach can raise academic achievement, increase earning power, and improve college-going rates. Though Linked Learning is a relatively new model for improving education, research supports the case for making the Linked Learning approach a focus of high school reform. In 2010, 95 percent of students who attended the 500 California Partnership Academies (CPAs), which practice a form of Linked Learning, graduated. CPAs also posted higher graduation rates for Latino and African American students compared to the state average with 94 percent and 92 percent rates respectively.¹

Q. How is Linked Learning different from career and technical education (CTE)?
A. Linked Learning is unique in its approach that encompasses effective features of CTE and the flexibility of charter schools, paired with rigorous and relevant college-prep academics, to prepare students for college, career, and life. Linked Learning allows students to apply classroom knowledge in real-world situations. Through its integration of college- and career-readiness practices, Linked Learning ensures that every student will be equipped with the necessary experience and training to succeed in school and become a skilled member of the California workforce.

Q. How much does Linked Learning cost?
Despite a 15.3 percent drop in state funding for K-12 education from 2007-2008 to 2009-2010, California’s Linked Learning districts are sustaining their commitment to Linked Learning because of the positive results they are seeing. By reallocating resources and securing funds through both private and philanthropic partnerships, Linked Learning programs are able to operate in this challenging fiscal climate.

Studies have found that upfront investment in Linked Learning results in benefits to the district and to taxpayers that far exceed the cost. Once the infrastructure for Linked Learning is established, costs significantly decrease due to sharing of resources and economies of scale. Making sure all students are prepared for their chosen postsecondary program is an economic issue. College and postsecondary incompletion rates in California have resulted in $386 million in income lost and $57 million in federal taxes lost.

Q. Is Linked Learning aligned to the new Common Core State Standards?
A. Linked Learning principles are aligned with the new state standards’ focus on critical thinking, analysis, and applying knowledge to solve real-world problems. Linked Learning is a solution for schools struggling to find ways to meet the new standards.

California and others states in the Smarter Balanced Assessment Consortium are creating new assessments aligned to the Common Core State Standards and will begin using these assessments in the 2014-15 school year. Under these new, more challenging tests, statewide proficiency rates based on student performance on these new more challenging tests are likely to be lower than they have been, prompting a public discussion about what schools can do to better prepare students for success in college and the workplace. Making Linked Learning available to more students is one solution.

Common Core-aligned professional development opportunities for teachers in the next few years are likely to promote greater accountability and the need for more school-wide collaboration to help students meet the expectations embedded in the new standards. This already is a key principle of the Linked Learning approach.

Q. How can [COMMUNITY] get involved?
A. Local businesses and organizations can partner with schools to offer professional learning and internship programs for students. Business leaders are fantastic spokespeople for Linked Learning and can help make the case for policy makers, teachers, and parents. For more information about getting involved, visit www.linkedlearning.org.

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Example Pitch Memo
(Not for use with Radio Reader Scripts or Community Calendar Listings)

Each year, thousands of young people in California don’t complete high school. In 2012, the state’s graduation rate was only 78.5 percent. Youth of color are at an even greater risk of not earning a high school degree with 73.2 percent and 65.7 percent of Latinos and African-Americans graduating respectively.  

The majority of low wage jobs in California today require at least a high school diploma. That means that to excel in today’s economy, a student needs some form of education beyond high school, be it an apprenticeship or a two- or four-year degree. As of 2010, 59 percent of jobs require a postsecondary credential. By 2018, this figure will grow to 63 percent of all jobs, a trend that is likely to continue to grow.  

A proven approach to high school called Linked Learning is transforming education in the state. Linked Learning offers students an engaging, relevant education that is both fulfilling and better prepares them for college and career – and life. Through Linked Learning pathways, students choose a topic to inform their curriculum (such as engineering or healthcare) and apply their classroom knowledge in a practical, “real-world” setting through job shadowing and internships, all with the oversight and guidance from adult mentors.

[SCHOOLS] in [COMMUNITY/DISTRICT/REGION] implemented Linked Learning, and are seeing its benefits every day. Since starting the program in [YEAR], [DISTRICT/REGION] has seen thousands of students graduate and continue their education at community colleges and universities.

For Linked Learning to succeed, it requires the engagement and support of businesses, policy makers, teachers, and parents.

[MEDIA OUTLET] is a trusted source of education news and information. I am writing with the hope that [MEDIA OUTLET] will consider running public service announcements about Linked Learning and how it’s transforming education in California. Enclosed you will find [LIST TYPE OF PSAS ENCLOSED]. These PSAs include information specific to [COMMUNITY] schools, including:

- Statewide facts about Linked Learning
- Schools currently practicing Linked Learning programs
- How stakeholders can become involved and support Linked Learning in their communities
- Where stakeholders can learn more about Linked Learning

I would like the opportunity to discuss Linked Learning and how [MEDIA OUTLET] can get involved in outreach activities throughout [STATE/CITY]. Enclosed you will find additional information about our efforts. I will follow up with you in the next few days. In the meantime, if you have any questions, please do not hesitate to contact me at [PHONE] or via email at [EMAIL ADDRESS].

NOTE: Remember to put your op-ed on your organization’s letterhead.

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PSA Tracking Email

Dear [NAME],

In an effort to assess our PSA outreach, we would be grateful if you could please fill out and email the card below.

Sincerely,

[NAME]

[SCHOOL LINKED LEARNING] Public Service Announcement Reply Card

Media Organization ____________________________________________

Contact Name ________________________________________________

Will you [air/print] the Linked Learning PSA? _ YES _ NO

If yes, when and how often? ____________________________________

If not, why? ________________________________________________

If you have any questions about these PSAs or Linked Learning, please call [NAME] at [PHONE NUMBER].

Thank you for your assistance!