

# **MEDIA AND PRESS**

**HOW TO WORK WITH THE MEDIA AND  
PLAN PRESS OUTREACH**

**HSREPS**



**HIGH SCHOOL REPUBLICAN NATIONAL FEDERATION**

# **MEDIA AND PRESS GUIDE**

# **TERMS OF USE**



Acceptance and compliance with these terms are required. All members who have been granted access to these materials are bound by the following terms. This guide and any related documents or resources provided to you by the High School Republican National Federation (HSREPS) or its affiliates are intended for authorized use only, and may not be used for the benefit of any other party.

## **ENDORSEMENTS**

The organization and its affiliates are prohibited from endorsing any candidate for public office who has not yet won their primary election, is in an election against another Republican, or is not running as a Republican candidate.

## **IMPROPER USE**

It is forbidden to use High School Republican-affiliated email accounts for self-promotion in any way that is unlawful or offensive.

## **RESPECT AND REGULATION**

You must always respect journalists and the publications for which they work, as well as adhere to any applicable regulations in your area.

## **PROMOTION**

Unless already approved, any marketing of products or organizations that are not part of or linked with the High School Republican National Federation is absolutely prohibited.

## **VOICE**

All messages that could be construed as the "voice" of the National Federation must be pre-approved. All messages that could be construed as the "voice" of a respective chapter must be pre-approved in whatever manner as necessary.

## **OBJECTIONABLE CONTENT**

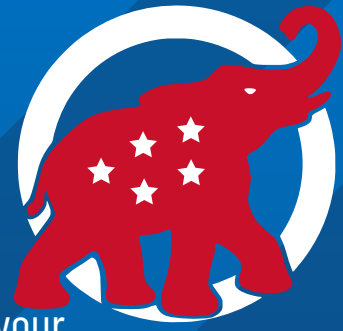
Offensive, threatening, or obscene content is not permitted to be written or published. Individuals who upload offensive, threatening, libelous, defamatory, obscene, or objectionable content, or content that infringes intellectual property laws may face legal action.

## **BIAS**

Under no circumstances are you to publish anything that indicates your personal and political biases or viewpoints in a way that may reflect unfavorably upon the reputation of the High School Republican National Federation or Republican Party.

# **MEDIA AND PRESS GUIDE**

# **WHERE TO START**



Engaging with the media can help you reach a wider audience and boost your credibility! Your chapter's success will be largely dependent on your networking abilities. One method to begin expanding your network is to engage with the media.

## **GATHERING CONTACTS**

The internet is your greatest ally when it comes to gathering contacts. Make a list of local media outlets with which you can communicate, such as local newspapers and media outlets. Names, titles, publications, emails, and phone numbers should all be included. Make personal contact with each person on your list and introduce yourself, your chapter, and what you've been up to!

## **PRESS RELEASES**

In essence, a press release is a story that you believe journalists should write about or include in their reporting. It can contain some news or a summary of the specifics from your event. Like an article, a press release is written in the third person, includes credited quotes, and newsworthy information. If you are quoting a local representative or elected official, make sure that they have given their consent for publication.

Press releases are written to assist journalists and editors in writing their stories. Some websites and local papers will publish your press release "as is." You may also post your press release on chapter social media accounts and websites.

## **MEDIA ADVISORIES**

*A media advisory is a notice of a campaign or event that covers the 'who, what, when, where, and why' of an event. Additionally, make sure to mention the location, time, and purpose of the event. After sending the media advisory, follow up with a reporter or editor to confirm that they have received it. News organization websites often contain contact details for their reporters.*

Both press releases and media advisories should be emailed to reporters and journalists.

# MEDIA AND PRESS GUIDE

# PRESS RELEASE



## PRESS RELEASE TEMPLATE:

**FOR IMMEDIATE RELEASE/ EMBARGOED UNTIL [DATE]**

For media inquiries, please contact:

Name, Title

(000) 000-0000

email@hsreps.org

### HEADLINE TEXT GOES HERE

*Write the subheader here containing a detail not already mentioned in the main headline*

CITY/STATE, MONTH XX - This is where the main article blurb goes. In the sentences that follow, be sure to give credit to a representative of the organization while writing in a formal news tone.

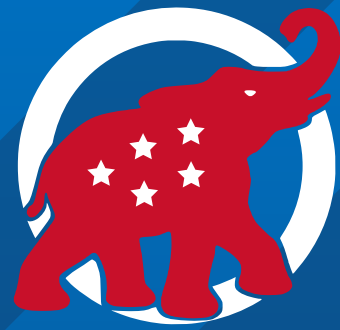
This is where the "about us" part of the organization should go to provide some extra context. (Example: *The High School Republican National Federation is an entirely youth-led political organization for conservative teens across the nation. It acts as the official high school auxiliary for the Republican Party. On the local level, High School Republicans work with allied organizations and local Republican campaigns to expand the conservative message in schools, push for conservative policies, advocate for the youth, and elect Republicans on all levels.*)

###

For more information about the organization, please visit [www.hsreps.org](http://www.hsreps.org). Questions and comments may be directed to [official@hsreps.org](mailto:official@hsreps.org).

# MEDIA AND PRESS GUIDE

# PRESS RELEASE



## PRESS RELEASE EXAMPLE:



Contact: Landon Elks, Comms Director  
Phone: (252) 917-0751  
Email: [lelks@hsreps.org](mailto:lelks@hsreps.org)  
Release Date: July 21, 2022

**FOR IMMEDIATE RELEASE**

### **High School Republicans Meet with Members of Congress, Call on GOP to Invest in its Youth**

*As the youngest branch of the GOP, HSREPS works to cultivate the next generation of conservatives*

WASHINGTON, D.C. (July 21) - The High School Republican National Federation (HSREPS) leadership team was invited to Washington, D.C. as special guests for the 2022 Young Republican National Leadership Conference. In their efforts to expand opportunities for High School Republicans nationwide, these emerging leaders sat in on GOP training sessions and networked with Republican leaders from across the country.

The 2022 Young Republican Leadership Conference was held from July 16-19 at the Ritz-Carlton in Pentagon City, by the Young Republican National Federation (YRNF). Starting in 1856, YRNF is the GOP auxiliary for members aged 18-40 years old. Young Republican National Chairman, Rick Loughery, serves as National Advisor to the High School Republicans, and invited them to this year's conference in order to build a lasting partnership between the two organizations.

High School Republican National Chairman, William Atkins, was invited to address the YRNF National Committee on Monday, July 18th. Speaking on the work of HSREPS, Atkins called on the GOP to invest in the future of the party. "We believe in a future that is by and for the people, and that starts by shaping it at one of the youngest levels: in high school... But forging the future doesn't just mean sowing the seeds for tomorrow's electorate. It means action now," Atkins emphasized.

At the conference, the High School Republican National Board attended GOP training sessions, interacted with leaders from across the country, and met with the next big names in the party. The board was addressed by House Republican Leader Kevin McCarthy (CA-23), RNC Co-Chairman Thomas Hicks, and Congressman Dan Crenshaw (TX-2), along with meeting Kat Cammack (FL-3), Mayra Flores (TX-34), Matt Gaetz (FL-1), and candidates for Congress Joe Pinion (NY), Bo Hines (NC), and Max Miller (OH).

The team ventured to Capitol Hill the following day to meet with more Republican leaders in Congress, including Senators Chuck Grassley, Thom Tillis, and Richard Burr, along with Representatives Greg

Murphy, Claudia Tenney, Richard Hudson, Jeff Van Drew, Chris Smith, and Ted Budd. Here, they discussed the work of HSREPS, along with ways to get more High School Republicans involved in the political process at all levels.

The High School Republican National Federation is an entirely youth-led political organization for conservative teenagers across the nation. It is the sole high school auxiliary of the Republican Party. On the local level, High School Republicans work with allied organizations and local Republican campaigns to expand the conservative message in schools, push for conservative policies, advocate for the youth, and elect Republicans on all levels.

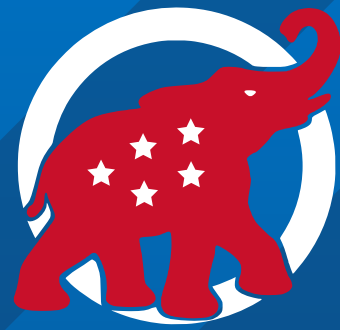
For more information about the organization, please visit [www.hsreps.org](http://www.hsreps.org). Questions and comments may be directed to [lelks@hsreps.org](mailto:lelks@hsreps.org).

###



# MEDIA AND PRESS GUIDE

# MEDIA ADVISORY



## MEDIA ADVISORY TEMPLATE:

For media inquiries, please contact:

Name, Title

(000) 000-0000

email@hsreps.org

### MEDIA ADVISORY: HEADLINE TEXT GOES HERE

CITY/STATE - A brief explanation of what will occur. (Example: Blue Ridge High School students will voice their concerns on the passing of regressive curricula.)

When: Day, Month 00, 0000 - Approximately 12:30 pm eastern (for rallies, put "doors open at...")

Where: Address, room location if applicable

Why: For if further context is required; if there are speakers, this is where to put their names and bios. (Example: Many students and parents at Blue Ridge High School have serious and unaddressed concerns about the Critical Race Theory curriculums being pushed on schools in the district.)

Make sure to include any other relevant information here.

This is where the "about us" part of the organization should go to provide some extra context. (Example: *The High School Republican National Federation is an entirely youth-led political organization for conservative teens across the nation. It acts as the official high school auxiliary for the Republican Party. On the local level, High School Republicans work with allied organizations and local Republican campaigns to expand the conservative message in schools, push for conservative policies, advocate for the youth, and elect Republicans on all levels.*)

###

For more information about the organization, please visit [www.hsreps.org](http://www.hsreps.org). Questions and comments may be directed to [official@hsreps.org](mailto:official@hsreps.org).