

# Appendix D:

## Sample Media Advisory

**Note to the Reader:** *When sending a media advisory, be sure your information is double-spaced. The example that follows is single-spaced to save room in this book for other great information.*

### **MEDIA ADVISORY**

#### **For Immediate Release:**

Contact: Doris Gale 1-800-000-0000  
Doris@CampWisconsin.com

**What:** The Don't Laugh At Me Project. Legendary folksinger Peter Yarrow (of Peter, Paul & Mary) teams up with a local camp to sensitize children to the pain of ridicule, bullying, and other forms of disrespect and to give them tools to resolve conflicts, prevent violence, and treat each other with respect.

**Who:** Peter Yarrow  
Campers at Camp Wisconsin, ages 8 to 13

**Where:** Camp Wisconsin, 100 Brook Lane, Brook, WI 01010

**When:** July 24, 20XX, 2:00 p.m.

**Why:** To enrich the lives of young Americans with the values of mutual respect, tolerance, and civility

BROOK, WISCONSIN; July 24, 20XX. Peter Yarrow, the founder of Don't Laugh At Me, which disseminates educational programs that incorporate music and video as a platform for coaching tolerance and acceptance, will visit Camp Wisconsin in Brook to sing "Don't Laugh At Me" with campers and to talk about digging up the roots of uncaring behaviors and planting the seeds of acceptance. This popular song has become an anthem for such efforts. The camp, following the project's guidelines, has been designated a "ridicule-free zone."

Just as songs like "We Shall Overcome," "Blowing in the Wind," and "If I Had a Hammer" reached the hearts of millions of Americans and galvanized them to action, so the song "Don't Laugh At Me" provides an emotional springboard from which campers and their counselors can, together, declare their determination to transform their environments into places where disrespect is discouraged and alternative strategies for conflict resolution are employed.

The principal sponsors of the *Don't Laugh At Me* project are Operation Respect, an organization headed by Peter Yarrow, one of three members of the renowned singing group, Peter, Paul & Mary, and the American Camp Association, headquartered in Martinsville, Indiana.

*Don't Laugh At Me* also has the support of a large number of organizations involved in child development and education, including: National Association of Elementary School Principals, National Association of Secondary School Principals, National PTA, Special Olympics, Children's Defense Fund, National Campaign Against Youth Violence, Ad Council of America, Save the Children, and Character Education Partnership.