

SAN FRANCISCO UNIFIED SCHOOL DISTRICT
OFFICE OF PUBLIC ENGAGEMENT AND INFORMATION
555 FRANKLIN STREET, ROOM 305 • SAN FRANCISCO, CA 94102
TEL: 415.241.6565 • FAX: 415.241.6036
EMAIL: NEWSLINE@POET.SFUSD.EDU

PUBLICITY REQUEST FORM

NOTE: Publicity requests must be submitted 4-6 weeks in advance of the event. Documents that are web-ready and submitted via email can be posted to the District News & Events page with a one week advance notice. Digital photos can be emailed for consideration (72 resolution .jpg file for the web and 300 resolution .tif file for print). Late requests will be accommodated based on department priorities. **If needed, attach additional pages with the following information:**

Name and Type of Event: (Special program, featured speaker, school dedication, etc.)

Who: (List participants and/or sponsors.)

What: (Description of the event. Details of what is happening.)

Why: (Why event is being held, background information and goals.)

When: (Dates and time.)

Where: (Location to include address.)

Contact: (Details of who can be contacted for further information by the media and/or public. Include phone numbers, email addresses and/or websites.)

Why should the media cover this event? (List some points of interests for promotion; e.g. timelines, national or local focus ethnic interest.)

Request Submitted By:

Name: _____ Title: _____

School/Dept.: _____ Daytime Phone #: _____

Email: _____ Fax #: _____

More Information Attached/Pictures: Yes _____ No _____

Communication Method(s): *(Check all that apply.)*

____ Media Advisory ____ Media Release ____ PSA ____ Newsletter ____ Info Line ____ Website ____ Other

Target Audience(s) for Coverage: ____ Parents ____ Community ____ Media

(OPEI Office Only) Date Received: _____ Date Completed _____