



**HIPPYUSA®**

Home Instruction for Parents of Preschool Youngsters

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## Graduations and End of Year Celebrations

As you plan your graduation ceremonies, we encourage you to **invite the press** to cover your event. This can be a wonderful way to raise awareness about your program locally – and nationally. When you get a local media coverage, please send it to HIPPY USA, and our advocacy team in Washington, DC will share your stories with White House staff and the Department of Education.

Many of you already invite the press to your events and get excellent coverage for your events. We encourage those who haven't done so, to invite the press this year. The following documents offer guidance on dealing with the press and some talking points.

### Steps:

1. Make a list of the press you want to invite.
2. Send a media advisory by e-mail (see sample).
3. Identify a parent with a compelling story who is willing to talk with a reporter.
4. Review the talking points and incorporate any or all of them in your remarks at the event or when talking directly with a reporter.
5. When the press representative arrives, make sure you and your parent talk with the reporter.
6. If the reporters can't make it to your event, it's not too late. You can send a press release about the event after it ends and they may still cover it. (Contact HIPPY USA if you need help with this.)
7. When the story runs in the paper or on television, send HIPPY USA the link and we will share them with our advocacy team and the rest of the HIPPY USA network.

This is an exciting time for early childhood education. The President has included substantial funding increases for early childhood programs in the budget and we can support this effort by sharing the real successes and benefits of your program with the public.

Getting press about the benefits of home visiting is a way to raise the profile of our work and let the public know that we support investments in early childhood education efforts, particularly high quality home visiting programs such as HIPPY.

### Send items:

**By mail:**

HIPPY USA  
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**By email:**

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