

# Advanced Writing Workshop

**ABA BLANKSON**

VP, COMMUNICATIONS AND DIGITAL MEDIA  
NAACP

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#PRNEWS



THE

*press release*

IS DEAD

...or is it?

TWO  
SCHOOLS

#PRNEWS

# WHAT IS THE PURPOSE?

now

... & later

# BASICS

The headline is everything.

Make it timely.

Add a quote.

Include hard numbers.

Don't forget your boilerplate.

Keep it to a page.

Don't use jargon.

Include your contact info.

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WHY IS THIS NEWS?

Really.

Really?

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#PRNEWS



# HOW DO WE MAKE IT COMPELLING?

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#PRNEWS

# Quotes

“As people can see now very clearly, not voting has consequences,” stated Janette Martin, **president of the Albemarle-Charlottesville NAACP.**

“It appears that free speech was secondary to their main purpose which was to wreak havoc and violence in the community. **They have been emboldened by the words and vocabulary of elected officials at the highest levels.**”

“...to drown out the message of hate especially as **we have students and parents returning to the UVA campus for the start of the school year.**”

# TIFFANY DENA LOFTIN JOINS NAACP AS YOUTH & COLLEGE DIRECTOR

FEBRUARY 15, 2018

**BALTIMORE** (February 15, 2018) – The National Association for the Advancement of Colored People (NAACP), America's premier civil rights organization, has named Tiffany Dena Loftin its new Director of the Youth & College Division. Today comprised of more than 700 Youth Councils, High School Chapters, and College Chapters, the NAACP Youth & College Division has fostered youth leadership and activism since 1936.

Tiffany Dena Loftin joins the NAACP from the National Education Association. There, she served as Senior Program Specialist in Community Advocacy and Partnership Engagement at the Center for Social Justice. Previously, she served as the Racial Justice Program Coordinator for the Civil, Human, and Women's Rights Department, where she played a central role in guiding the work of the AFL-CIO Labor Commission on Racial and Economic Justice. She has also worked at the American Federation of Teachers and served as President of the United States Student Association. A passionate advocate for the empowerment of communities of color, she was recently appointed by President Barack Obama to serve on the White House Initiative on Educational Excellence for African Americans in Higher Education.

"We are ecstatic to have Tiffany join the NAACP team," said President and CEO Derrick Johnson. "Tiffany has extensive experience with and clear passion for the kind of membership-based organizing that fuels the NAACP. Having worked with the NEA, AFL-CIO, AFT, and USSA, Tiffany understands and invests in the power of grassroots activism. She's made critical contributions to a variety of racial justice, electoral, education, and labor movements. We know that she will be a valuable asset to our Youth & College chapters and a wonderful addition to the NAACP staff."

## **ABOUT THE NAACP:**

Founded in 1909, the NAACP is the nation's oldest and largest nonpartisan civil rights organization. Its members throughout the United States and the world are the premier advocates for civil rights in their communities. You can read more about the NAACP's work and our six "Game Changer" issue areas by visiting [NAACP.org](http://NAACP.org).

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NAACP Now @NaacpNow · Feb 15

A Message from @Tiffanydloftin! Our new National Director of Youth & College @NAACP



15 71 215

NAACP Now @NaacpNow · Feb 22

Diverse Education has an amazing feature on our National Youth and College Division Director @Tiffanydloftin check it out now! #NAACPForever #YouthAndCollege



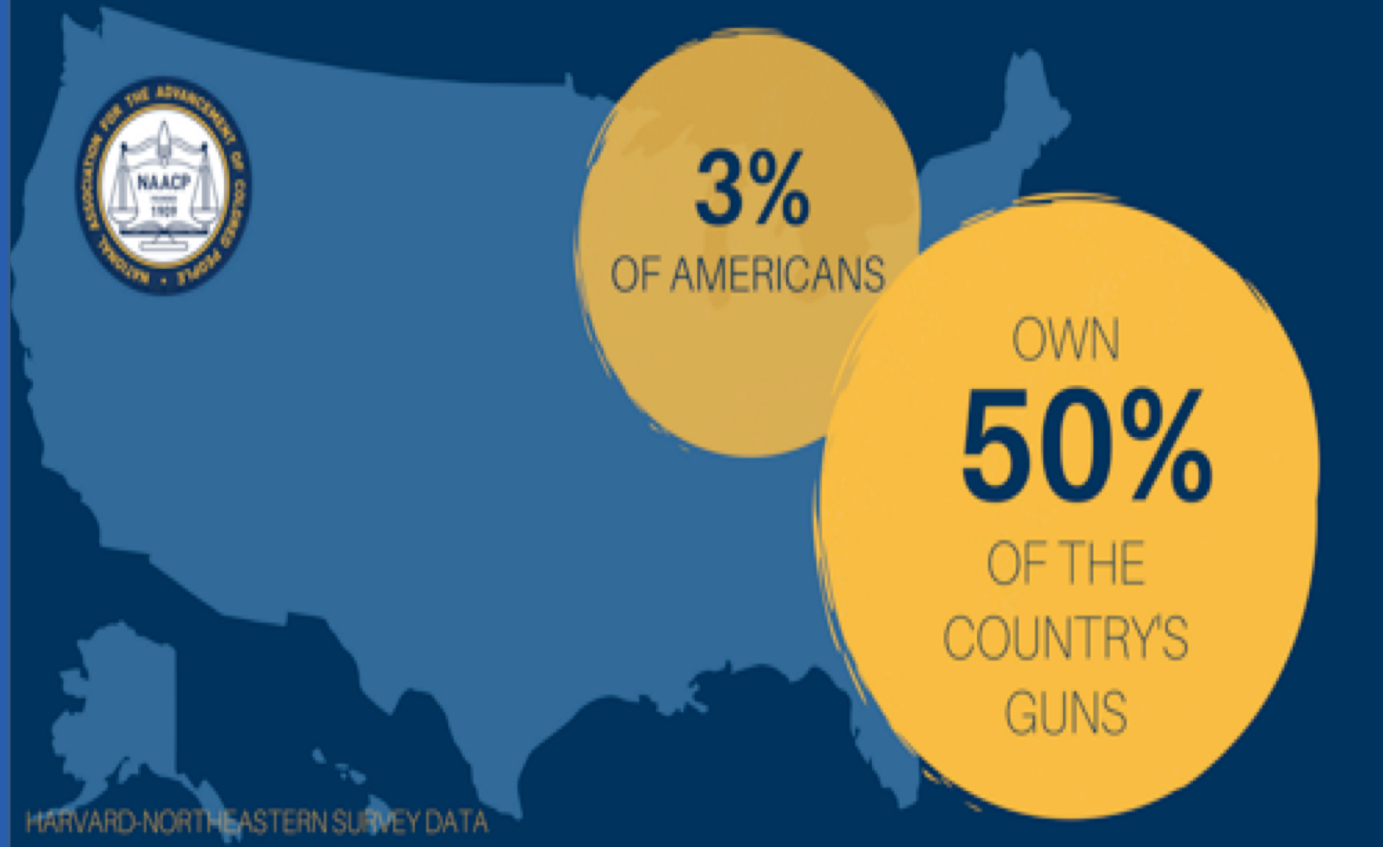
## **New NAACP Youth Leader a Skilled Organizer**

Tiffany Dena Loftin arrived this month as the NAACP's new director of the Youth & College Division at a critical – even urgent – time when many y...

[diverseeducation.com](http://diverseeducation.com)



# Facts & Figures



would also better equip the EEOC to combat pay discrimination, is incredibly important. A [recent report](#) by the San Francisco Federal Reserve found the wage gap between African Americans and their white counterparts had actually grown over the past 37 years.

# Press Statement Takeaways

- Remember the Basics
- Consider the quotes
- Include a tweetable
- Add an image, video, graphic
- Cite your sources
- Target your distribution