

## Use the media to promote your PTA and its work

Use this letter to the editor to promote the presence of PTA in your community. Most newspapers limit letters to 200 words. This one is just under 200 words. Until the state budget is adopted, specific story ideas like this may receive attention from the press because of the local focus on reductions to education and program cuts.



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To the editor:

PTA was founded 113 years ago to fight for children's education, health and welfare. PTA fought to create this nation's child labor laws, juvenile justice system, school lunch programs, class size reduction and arts in classrooms.

Every day, PTA's volunteer advocates walk the halls in Sacramento and Washington D.C. recommending and supporting legislation to benefit children.

PTA is the nation's oldest, largest and highest profile volunteer organization working on behalf of public schools, children and families.

While it is critical now that PTAs help offset budget cuts, this is nothing new. PTAs accomplish this in two ways. First through fundraising. Annually in this (*county, city or school*) more than \$xxxxx.xx is donated to our local school(s).

Second, PTAs annually contribute volunteer hours. That number is tracked. Last year in this (*county, city or school*) PTA volunteer hours, if computed at \$20.94 per hour, totaled a value of \$xxxxxx.xx.

In 2008-2009 PTA's 20 million statewide volunteer hours represents a value of \$415 million.

PTA welcomes parents, staff, students, grandparents, and community. Membership is minimal.

Get more California State PTA information at [www.capta.org](http://www.capta.org). Join a PTA, encourage your school to form a PTA. Join us in saying, *everychild. onevoice.*

Name

Local title

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Include your local contact information.

Think of a very visual activity coming up soon and alert the media.

Be prepared for a follow up article.

Use letters to the editor throughout the year to promote interest and pride in your PTA.