



Media Coverage Tips

National Farmworker Awareness Week

National Farmworker Awareness Week sponsors created **this document to help you attract media to your event to raise even more awareness about the important contributions that farmworkers make everyday!** This first page is a summary of different strategies to use; the second page is a sample media advisory to get media to your event; and the third page is a sample letter to the editor! Use these documents as templates!

Please call Bianca Olivares at 919-660-3660 or email bianca@saf-unite.org if you have any questions.

☆PRESS ADVISORY☆

Advisories are meant to persuade the media to cover an event before it happens. You want reporters to attend your event so you gain exposure and the reporters get the whole story. If time allows, send the press advisory to your media list twice: one week before the event, and again two days before the event. If you do not have an individual reporter's name to send the advisory to, make it deliverable to "Assignment Editor" at television stations, the "News Director" at radio stations, and the "City Editor" at newspapers. See sample advisory below! Don't forget to follow-up with a phone call!

☆PRESS KITS☆

It is often helpful to compile a press kit to hand to reporters upon their arrival at your events. Press kits can be as simple or as fancy as you want to make them, but they tend to contain some or all of the following:

- ★ Your press advisory
- ★ Op-Eds or Letters to the Editor that you have gotten printed
- ★ A one-pager on your organization or group (*including contact information in case they wish to follow up!*)
- ★ Fact sheet(s) explaining your campaign issues and demands (*Find factsheets at www.saf-unite.org*)
- ★ Any other materials that support your campaign

The trick is to include just the right amount of information without overwhelming the reporter. Try not to hand them a large stack of papers with tiny type. Keep it simple and accessible so they can easily find quotes and supporting facts for their article.

☆ON-SITE PRESS ORGANIZER☆

Designate at least one person to be responsible for identifying reporters, connecting them with spokespeople, supplying them with materials about your action and your group, as well as gathering information about the reporter and the news outlet. This person should have a name badge or armband so reporters can locate them just as fast as they can locate reporters.

☆VISIBLE SPOKESPEOPLE☆

Mark your spokespeople with name badges and/or arm bands that identify them as people reporters can talk to. Make sure you have practiced the various talking points and raps with them well in advance!

☆CLEAR SIGNAGE☆

If there is a press table or sign-in area, mark it clearly for press to come there first! At the press table, have plenty of **sign-in sheets** for reporters to note their name, news outlet, and contact information. If you do not have a table, make sure your on-site press organizer has a clipboard and is walking up to reporters collecting this information.

Media Advisory

National Farmworker Awareness Week, March 25 – March 31, (Year)

Local Contact: {name of your organization's contact}
{Note your organization here}

Phone:

E-mail:

Contact: Bianca Olivares
Student Action with Farmworkers

Phone: 919-660-3660

E-mail: bianca@saf-unite.org

'CONSUMERS and FARMWORKERS UNITE for JUST WAGES and WORKING CONDITIONS for THOSE WHO FEED OUR COUNTRY'

{Note Date of Your Event Here}

WHAT: *{Your group}* is demanding *{your demands}* by organizing *{your action}*. This (action) is being done in conjunction with over 100 events nationwide bringing together thousands of people to take action and raise awareness about the conditions of the men, women, and children who harvest our food. This event is part of National Farmworker Awareness Week organized annually by Student Action with Farmworkers. Through films, rallies, panel discussions and other events, farmworkers and their allies hope to bring attention to their efforts to secure fair wages, benefits, and to form and join unions.

WHERE: *{Your Location}*

WHO: *{Note your group and mission here.}*

National Farmworker Awareness Week is coordinated by Student Action with Farmworkers and co-sponsored nationally this year by Association of Farmworker Opportunity Programs (AFOP), ASU CAMP Scholars Project, Bon Appétit Management Company, CATA - The Farmworker Support Committee/El Comité de Apoyo a los Trabajadores Agrícolas, Central WA UNIV CAMP Program, Coalition of Immokalee Workers, Department of Chicano & Latino Studies (University of Minnesota, Twin Cities), Duke Campus Farm, Duke Spanish Service Learning: Issues in Education & Immigration, East Coast Migrant Head Start Project - North Carolina Direct Services, Episcopal Farmworker Ministry, Esther G. Maynor Honors College at the University of North Carolina at Pembroke, Farmworker Association of Florida, Hispanos Unidos de Guilford, Joyner Library, East Carolina University, Latin American Students Association at Valdosta State University, MAC (Mexican American Council), Manos Unidas, MIIS Immigrant Rights Alliance (MIRA), NCSU Multicultural Student Affairs, National Farm Worker Ministry, NC Council of Churches, North Carolina Farmworker Health Program, Orange County Food Council, Pesticide Action Network North America, Phi Chapter of Latinas Promoviendo Comunidad/Lambda Pi Chi Sorority, Inc., Pie Ranch, Pineros y Campesinos del Noreste (PCUN), SEEDS, Student/Farmworker Alliance, Toxic Free NC, Triangle Friends of Farmworkers, UFW Foundation, UNCW, Centro Hispano, United Farm Workers, University of Idaho CAMP, University of New Mexico College Assistance Migrant Program, University of Rochester Dining Team Green, University of South Carolina School of Medicine Greenville Latino Medical Student Association, UTEP CAMP, Valdosta State University CAMP, Vecinos Farmworker Health Program, Wake Forest School of Medicine, and Witness for Peace Southeast.

WHY: **Farmworkers feed the world**-85% of our fruits and vegetables are handpicked. There are an estimated 2-3 million men, women, and children work in the fields in the United States. Farms are in every state, including yours, yet farmworkers remain largely invisible and continue to live and work in horrific conditions. **We demand dignity for farmworkers!**

Farm work is the third most dangerous job in the United States. The people who plant and harvest our fruits and vegetables suffer from the highest rate of toxic chemical injuries of any other workers in the nation as well as have higher incidences of heat stress, dermatitis, urinary tract infections, parasitic infections, and tuberculosis than other wage-earners. **We demand safe working conditions for farmworkers!**

Farmworkers are treated differently under the law. Overtime, unemployment insurance, even protection when joining a union are not guaranteed under federal law. Farmworkers were excluded from almost all major federal laws passed in the 1930s. The Fair Labor Standards Act was amended in 1978 to mandate minimum wage for farmworkers on large farms only and it still has not made provisions for overtime. **We demand just living and working conditions for farmworkers and an end to unfair treatment under the law.**

Letter to the Editor

Dear Editor,

Our country/city/state is giving our farmworkers a raw deal! Instead of valuing farmworkers as important contributors to our society, we undercut their ability to live and work by denying them a living wage and benefits like healthcare. 85% of our country's food is handpicked. An estimated 2-3 million men, women, and children work in the fields in the United States; mistreatment of these workers is a monumental and pressing issue. Farmworkers remain largely invisible and continue to live and work in unacceptable conditions.

Farmworkers suffer from the highest rate of toxic chemical injuries of any other workers in the nation. Many suffer from heat stress, dermatitis, urinary tract infections, parasitic infections, and tuberculosis than other wage-earners. Neither unemployment insurance nor overtime pay is guaranteed under federal law. Many farmworkers live in poor conditions, small spaces and often don't have sufficient facilities. We demand just living and working conditions for farmworkers and an end to unfair treatment under the law. Let's do something about it together to honor the critical contributions that farmworkers make.

Join us March 25th-31st (***year***), for National Farmworker Awareness Week. National Farmworker Awareness Week (NFAW) is sponsored by Student Action with Farmworkers, a non-profit organization whose mission is to bring students and farmworkers together to learn about each other's lives, share resources and skills, improve conditions for farmworkers, and build diverse coalitions working for social change. NFAW is an opportunity to affect positive change and to stand in solidarity with the people who feed our nation.

Sincerely,

{Your Name}
{Your Year in School}
{Your Phone Number and Email}