Below is sample language you could use when reaching out to a newspaper in your local community. The most effective media pitches are ones that are hyper-local, so please customize this message as you see fit.

Including topline data from last year is one way to pique a reporter’s interest, especially if you have taken specific action to address challenges that emerged from past results. If you have out-of-the-box plans to increase participation this year, that may also be of interest.

Good morning!

I’m reaching out to see if you may have any interest in visiting our school for a story about SurveyWorks? We’d love to talk to you about how we are increasing participation locally in this statewide school improvement survey.

The SurveyWorks administration window is open through March 31, so we are hoping to increase awareness and help parents in our community understand why this survey is important. The information we collect through SurveyWorks illustrates what is working well in our school and where we can improve, and the data are publicly accessible for all Rhode Islanders to help them understand the unique context of their community. If you haven’t already, I encourage you to review our school and district [results from the 2023 survey.](https://secure.panoramaed.com/ride/understand)

If you’re interested in a story about SurveyWorks, please let me know how I can be helpful.

Thanks so much!

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| **Newspaper/Company** | **Coverage Area** |
| Beacon Communications: Warwick Beacon,Cranston Herald, Johnston Sun Rise | CranstonJohnstonWarwick |
| Gatehouse Media: Newport Daily News | MiddletownNewportPortsmouth |
| The Independent | NarragansettNorth KingstownSouth Kingstown |
| The Westerly Sun | CharihoWesterly |
| RI Central / Southern RI Newspapers: Chariho Times, Coventry Courier, East Greenwich Pendulum, Kent County Daily Times, Narragansett Times, North Kingstown Standard Times | CharihoCoventryEast GreenwichNarragansettNorth KingstownWest Warwick |
| Suburban Newspapers: Pawtucket Times,Woonsocket Call  | Central FallsEast ProvidenceLincolnPawtucketWoonsocket |
| East Bay Newspapers: Bristol Phoenix, Warren Times-Gazette, East Providence Post, Portsmouth Times, Sakonett Times, Barrington Times | BarringtonBristol-WarrenEast Providence Little ComptonPortsmouthTiverton |
| Jamestown Press | Jamestown |
| Block Island Times | Block Island |
| The Valley Breeze | CumberlandFoster-GlocesterLincolnNorth ProvidencePawtucketScituateSmithfieldWoonsocket |