



TO USE THE TEMPLATE, PLEASE COPY AND PASTE THE TEXT INTO A NEW DOCUMENT

This guide contains the following:

1. [Distribution Guidelines](#)
2. [Media Advisory Template](#)

Distribution Guidelines

- **Submission Dates:** (Optionally send it out either Friday 10/10 or Monday 10/12, NOT BOTH). First Send should be Wednesday 10/15 (3 Days Before), Friday 10/17 (the Day Before), and Saturday 10/18 (Day Of). We recommend “schedule sending” it before 8 AM your local time.
- **Direct Email:** Send the media advisory directly to the email contacts of trusted reporters and newsrooms. **Make sure to put their email addresses into the BCC line if you are mass emailing. Email 15-20 email addresses at a time.**
- **"Submit A Tip":** In addition to emailing direct contacts, make sure to submit the media advisory through the "Submit A Tip" or "Contact Us" form on local news websites. Many newsrooms monitor these submissions regularly for potential stories
- **Follow Up:** After sending the advisory, follow up with key contacts to confirm receipt and answer any questions. We would suggest calling the local TV stations.
- **Post-Action Press Release:** Prepare a press release to celebrate your successful protest. Send it on the morning of October 19th if all goes well.

Media Advisory Template

Below is the Media Advisory Template. Customize it with your group and event information and follow the distribution guidelines.

Suggested Subject Line: For Planning Purposes: [City Residents] to [Action Verb] [protest location], Saturday, October 18th at [Time]

**[50501 Group Name] to Hold No Kings
Day Protest and Will [Action Verb –
March, Rally, Shut Down]
[City/Location] **Saturday, October 18th**
at [Time]**

*As Trump's Fascist Administration attacks our
neighbors, invades our cities, stifles our free speech
and takes away our healthcare, Americans come
together to demand regime change.*

[City, State] — On Saturday, October 18th, [City/Region] will join millions of people at more than 2,500 demonstrations across all 50 states and territories, and in countries around the world, in a nationwide, non-violent protest against Donald Trump's fascist powergrab. Local organizers expect [estimated number] participants to [march/rally/perform/etc.] starting at [location and time], as part of No Kings National Day. [Second Sentence featuring headlining speakers or organizations].

This event will include [outline important visuals, including visuals, marching, chanting etcetera, as part of AT LEAST two sentences].

“[Insert First Part of Quote here,” said [Organizer/Featured Speaker], one of the demonstration’s [organizers/speakers]. “[Insert Call to Action here].”

The October 18th national day of action, “No Kings Day,” is a follow up to the first No Kings Day, when over 5 million people drowned out President Trump’s birthday parade with protests in every state and across the globe. Now, Donald Trump has doubled down – invading Washington, D.C., Chicago, Memphis, and Portland, arresting hard-working immigrants without warrants, gutting healthcare, environmental protections, and education when families need them most, rigging election maps, and using the FCC to silence his critics. The president thinks his rule is absolute, but this country does not belong to kings, dictators, or tyrants. It belongs to We the People - the people who care, who show up, and the ones who fight for dignity, a life we can afford, and real opportunity. No Thrones. No Crowns. No Kings

The [CITY] protest is organized locally by [Local Groups/Coalition], in partnership with [Community Partner 1; Community Partner 2; etcetera]. To learn more or to register for the [CITY] event, visit [your group’s nokings.org link]. To learn more about No Kings Day, visit www.nokings.org.

WHAT / WHO:

A [type of event] of people non-violently protesting against [executive overreach]. The event begins at [Location], and [describe march route **ONLY** if you are marching and comfortable sharing it with press], before finishing at [End Location if any]. Speakers [and Performers] at the rally include:

- [Bulletpoint list of 1-4 featured speakers/performers]

WHEN / WHERE:

SATURDAY, October 18th

[Time it starts, and any other important times]

[Address]

VISUALS:

- [Bulleted list of visuals media would be interested in, including protestors chanting, signs, installations, a rally, live music, banner drops, and other forms of creative dissent]

CONTACT:

[Name of Press Rep]

[Position and/or Org Name]

[email]

- For general media inquiries about the No Kings National Day of Action, please email the 50501 movement at press@fiftyfifty.one.

[Sample TBD]