



BLACK RIBBON

CAMPAIGN

NEWSPAPER & PRINT MEDIA OUTREACH PACK

Publication-ready press release, newspaper stories, op-ed copy, reporter resources, outreach templates and print advertisement masters.

CAMPAIGN MESSAGE

One Ribbon. One Message. One Movement.
Unity and strength in the fight against racism and intolerance.

Website: blackribboncampaign.com

Campaign action: Wear a Black Ribbon and wear black on the first and last day of February

Primary CTA: Take the pledge. Get your ribbon. Invite your community.

EDITOR & REPORTER QUICK START

Choose the format that best fits the publication, then customize only the bracketed local details.

WHAT IS INCLUDED

- Official campaign press release
- 250-word news brief
- 500-word feature article
- Long-form 800-1,000 word feature
- Community newspaper / local chapter version
- Black History Month column
- Letter to the Editor
- Opinion / Op-Ed submission
- Reporter fact sheet and interview Q&A
- Spokesperson bio and campaign boilerplate
- Photo captions and image guidance
- Full-page, half-page, quarter-page and community ad masters
- Media outreach email and follow-up
- Local chapter fill-in template and final submission checklist

RECOMMENDED USE

For newsrooms, start with the press release plus the one-page fact sheet. For community papers, send the local version and one photo. For opinion pages, submit either the column or op-ed. For paid placements, use the ad master closest to the publisher's requested dimensions and let the publication resize to its exact column specification.

EDITORIAL NOTE

All copy is written as a starting point. Publications may edit for length and house style. Never imply that an outlet endorses the campaign unless it has explicitly agreed to do so.

OFFICIAL PRESS RELEASE

National / regional launch version - ready to customize

FOR IMMEDIATE RELEASE

[CITY, PROVINCE] - [DATE]

BLACK RIBBON CAMPAIGN INVITES COMMUNITIES TO STAND TOGETHER AGAINST RACISM AND INTOLERANCE

A simple black ribbon is becoming the centre of a public awareness campaign inviting people, schools, workplaces and communities to make a visible statement of unity during Black History Month.

The Black Ribbon Campaign encourages participants to wear a Black Ribbon as a symbol of unity and strength in the fight against racism and intolerance. Participants are also invited to wear black on the first and last day of February, take the campaign pledge, share the message with others and bring the campaign into schools, workplaces, organizations and local communities.

The campaign is designed around a simple idea: a small, recognizable symbol can open conversations and make participation visible without requiring people to agree on every issue. The Black Ribbon is intended to represent dignity, respect, inclusion and a shared rejection of racism and intolerance.

“A Black Ribbon is a small symbol, but when thousands of people choose to wear it together, the message becomes difficult to ignore. The purpose is to give people a simple way to say: we stand together.”

— Black Ribbon Campaign

Campaign materials include printable posters, social graphics, school resources, workplace messages, music, brand assets and media tools. Supporters can take the pledge, learn how to participate, and access campaign materials through the official website.

Schools can use age-appropriate discussion and announcement materials; workplaces can use ready-to-share internal messages; organizations and community groups can register participation, host events and encourage local involvement.

The campaign's central message is: One Ribbon. One Message. One Movement.

To participate, visit blackribboncampaign.com.

MEDIA CONTACT

[NAME] | [TITLE]

Black Ribbon Campaign

[EMAIL] | [PHONE]

blackribboncampaign.com

250-WORD NEWSPAPER BRIEF

Short community-news or calendar-feature version

BLACK RIBBON CAMPAIGN CALLS FOR VISIBLE STAND AGAINST RACISM AND INTOLERANCE

A new public awareness campaign is asking people to make a simple, visible statement during Black History Month: wear a Black Ribbon.

The Black Ribbon Campaign describes the ribbon as a symbol of unity and strength in the fight against racism and intolerance. Supporters are encouraged to wear the ribbon throughout the campaign and to wear black on the first and last day of February.

Organizers say the goal is to create a symbol that can be used across homes, schools, workplaces, organizations and communities. Participants can also take an online pledge, share campaign messages and invite others to participate.

The campaign provides downloadable materials for schools and workplaces, printable posters, social graphics, campaign music and resources for organizations and local groups. The materials are intended to make it easier for communities to participate without having to build their own awareness program from scratch.

The campaign emphasizes unity, respect, dignity and action, while encouraging conversations about racism and intolerance that are appropriate to each setting.

Its message is summarized in the phrase: "One Ribbon. One Message. One Movement."

Individuals and organizations can learn more, take the pledge and access campaign resources at blackribboncampaign.com.

SUGGESTED PRINT DECK

Wear a Black Ribbon. Wear black on the first and last day of February. Take the pledge and invite your community to stand together.

500-WORD FEATURE ARTICLE

General newspaper, magazine or community publication

A SMALL SYMBOL WITH A BIG MESSAGE: WHY THE BLACK RIBBON CAMPAIGN IS ASKING PEOPLE TO STAND TOGETHER

A ribbon can be easy to overlook. It is small, quiet and familiar. But when a symbol is worn by people across classrooms, workplaces, neighbourhoods and communities, it can become a conversation starter - and a visible sign that people are choosing to stand together.

That is the idea behind the Black Ribbon Campaign, a public awareness initiative encouraging people to wear a Black Ribbon as a symbol of unity and strength in the fight against racism and intolerance.

During Black History Month, participants are encouraged to wear the ribbon and to wear black on the first and last day of February. The campaign also invites supporters to take a pledge, share the message and encourage their families, schools, workplaces, organizations and communities to get involved.

The campaign deliberately uses a simple action. Not everyone can attend a rally, organize an event or lead a public discussion. Wearing a ribbon, however, creates a low-barrier way for people to make their support visible. For some, the ribbon may prompt a conversation. For others, it may simply be a quiet reminder that respect, dignity and inclusion require attention and action.

The campaign has created practical resources to help groups participate. Schools can access discussion guides, morning announcements, assembly outlines and family communication templates. Workplaces can use ready-to-share leadership messages, staff reminders and internal communication copy. Community organizations can use posters, social graphics, event materials and campaign branding.

“The goal is not to make everyone look the same or think the same. The goal is to create a visible moment when people can say that racism and intolerance should not divide us.”

— Black Ribbon Campaign

The Black Ribbon Campaign also encourages local participation. Community groups can host events, organizations can register their involvement, and supporters can help spread the campaign through social media and personal networks.

At the centre of the initiative is a short phrase: One Ribbon. One Message. One Movement. It reflects the campaign's belief that collective action can begin with something simple and become stronger as more people take part.

The campaign is open to individuals, families, schools, workplaces and organizations. More information, the pledge and downloadable materials are available at blackribboncampaign.com.

LONG-FORM FEATURE STORY

Approx. 850-1,000 words - suitable for weekend, Black History Month or community features

ONE RIBBON, ONE MESSAGE: HOW A SIMPLE SYMBOL CAN HELP COMMUNITIES TALK ABOUT RACISM, RESPECT AND UNITY

Public campaigns often begin with a large idea. The Black Ribbon Campaign begins with something much smaller: a ribbon that can be pinned to a jacket, sweater, school uniform, work shirt or bag.

The campaign is asking people to wear a Black Ribbon as a visible symbol of unity and strength in the fight against racism and intolerance. During Black History Month, supporters are also encouraged to wear black on the first and last day of February, take a pledge and invite the people around them to participate.

The simplicity is intentional. Conversations about racism can quickly become difficult, political or deeply personal. The campaign does not pretend that a ribbon can solve those problems. Instead, it uses the ribbon as a shared starting point - a way for people to make a public commitment to respect, dignity and inclusion before the conversation becomes more complicated.

A visible symbol can matter because it moves an idea out of the abstract. A student sees a teacher wearing the ribbon. A customer sees it on a staff member. A child notices that several members of a family are wearing black on the same day. A community event displays the campaign sign. Each moment can create a question: What does the ribbon mean?

The answer is deliberately straightforward: it represents unity and strength in the fight against racism and intolerance.

The campaign has developed a practical toolkit so participation can extend beyond individuals. Schools have access to age-appropriate discussion materials, morning announcement scripts, an assembly outline, student reflection activities and a parent or guardian letter. Workplaces can use leadership emails, staff messages, digital signage copy and team talking points. Organizations and community groups can use posters, social graphics, media materials and event resources.

That structure matters because awareness campaigns often lose momentum when participants have to create everything themselves. By providing ready-to-use materials, the Black Ribbon Campaign aims to make local participation easier while keeping the central message consistent.

The campaign also recognizes that participation should be voluntary and appropriate to the setting. In schools, activities should respect age, privacy and family communication requirements. In workplaces, participation should be consistent with safety, uniform, accommodation and employment policies. The symbol is meant to invite people in, not create another reason to exclude them.

For local communities, the campaign can be adapted to fit the size and character of the area. A library might display a poster and host a discussion. A business association might encourage members to wear ribbons. A school may hold a morning announcement. A community group may organize a small event. A local newspaper may publish a photograph of residents taking part.

The two campaign action days - the first and last day of February - create a beginning and an end point for visible participation during Black History Month. Organizers hope that the time between them is filled with conversations, learning and community actions that last beyond the month itself.

At the centre of the campaign is the phrase "One Ribbon. One Message. One Movement." It captures the idea that individual actions can become collective when they are repeated across homes, schools, workplaces and communities.

The Black Ribbon Campaign is not asking participants to claim that racism has been solved. It is asking them to make a public choice about the kind of community they want to help build - one where racism and intolerance are challenged rather than ignored, and where people can stand together without erasing their differences.

For people looking for a simple way to take part, the first step is small: wear the ribbon. The next step is to understand what it represents and carry that message into the places where everyday life happens.

Information, campaign materials and the online pledge are available at blackribboncampaign.com.

COMMUNITY NEWSPAPER VERSION

Localized story template for town, city, neighbourhood or chapter coverage

[COMMUNITY NAME] INVITED TO JOIN BLACK RIBBON CAMPAIGN THIS FEBRUARY

Residents, schools, workplaces and organizations in [COMMUNITY NAME] are being invited to take part in the Black Ribbon Campaign, a public awareness initiative promoting unity and strength in the fight against racism and intolerance.

Local participants are encouraged to wear a Black Ribbon and to wear black on the first and last day of February. [LOCAL GROUP / CHAPTER / ORGANIZATION] is helping share the campaign locally and is inviting community members to take the pledge and participate in [LOCAL EVENT / SCHOOL ACTIVITY / WORKPLACE INITIATIVE, IF APPLICABLE].

“We want people in [COMMUNITY NAME] to see the ribbon and know what it stands for: respect, dignity, unity and a shared commitment to challenge racism and intolerance.”

— [LOCAL SPOKESPERSON]

The campaign provides free downloadable social graphics, posters, school resources, workplace messages and other materials. Local organizations can use the resources to build activities that fit their community while keeping the campaign message consistent.

[ADD 1-2 PARAGRAPHS ABOUT LOCAL PARTICIPATION: number of schools, participating business, library display, community event, local leaders, ribbon distribution point, etc.]

To learn more or take the pledge, visit blackribboncampaign.com. Local information: [LOCAL WEBSITE / EMAIL / PHONE].

LOCAL FILL-IN CHECKLIST

- Community name and province/territory
- Local participating organization or chapter
- Local spokesperson name and title
- One real local activity or participation example
- Event date/location if relevant
- Local contact details
- Photo credit and names/consent for any people pictured

BLACK HISTORY MONTH NEWSPAPER COLUMN

Bylined column - approx. 600 words

A BLACK RIBBON CAN START A CONVERSATION

By [NAME], [TITLE], Black Ribbon Campaign

Black History Month asks us to remember, learn and recognize the experiences and contributions of Black people. It also gives communities an opportunity to consider what respect, inclusion and equality require from us now.

This year, the Black Ribbon Campaign is inviting people to make one simple action visible: wear a Black Ribbon.

The ribbon represents unity and strength in the fight against racism and intolerance. It is not meant to replace education, policy, difficult conversations or meaningful action. A symbol alone is never enough. But symbols can help us begin. They can give people a shared point of reference and make a commitment visible in everyday spaces.

Imagine walking into a school and seeing students and staff wearing the ribbon. Imagine a workplace where employees have chosen to participate. Imagine seeing the same symbol at a community centre, a local business, a library or a family gathering. The ribbon becomes a question, and the question becomes an opportunity to talk about why racism and intolerance still matter.

The campaign also asks participants to wear black on the first and last day of February. Those two days create visible moments at the beginning and end of Black History Month, but the message is not limited to two days. The goal is to encourage respect, learning and action that continue throughout the year.

Participation is intentionally simple and voluntary. Individuals can wear a ribbon. Families can talk about what it represents. Schools can use age-appropriate materials. Workplaces can share messages with staff. Organizations can host an event or display campaign materials. Communities can create their own local expression of the campaign.

Racism is not defeated by everyone becoming identical. Strong communities make room for difference while refusing to accept dehumanization, discrimination and intolerance. The Black Ribbon is one way to say that principle out loud without needing a long speech.

One ribbon will not change the world. But one ribbon worn by many people can make a message visible. One conversation can lead to another. One action can make the next action easier.

That is why the campaign says: One Ribbon. One Message. One Movement.

To learn more, take the pledge or download campaign materials, visit blackribboncampaign.com.

LETTER TO THE EDITOR

Short submission - designed for local and community newspapers

SUBJECT: A SIMPLE WAY TO STAND TOGETHER THIS FEBRUARY

Dear Editor,

During Black History Month, communities spend important time recognizing Black history, contributions and experiences. It is also an opportunity to make our shared opposition to racism and intolerance visible.

The Black Ribbon Campaign is inviting people to wear a Black Ribbon as a symbol of unity and strength. Participants are also encouraged to wear black on the first and last day of February and to take a simple pledge to support respect, dignity and inclusion.

A ribbon will not solve racism. That is not the claim. Its value is that it gives people an accessible way to make a public commitment and to start conversations at home, in schools, at work and throughout the community.

I hope residents of [COMMUNITY] will consider taking part. When a simple symbol is worn by many people, it becomes a reminder that intolerance should not be normalized or ignored.

One Ribbon. One Message. One Movement.

More information is available at blackribboncampaign.com.

Sincerely,

[NAME]

[COMMUNITY / ORGANIZATION]

[EMAIL OR PHONE IF REQUIRED BY PUBLICATION]

SUBMISSION TIP

Most newspapers require the writer's real name, community and phone/email for verification even if contact details are not printed. Check the publication's word limit before submitting.

OPINION / OP-ED SUBMISSION

Approx. 650 words - suitable for opinion pages and community commentary

WHY A VISIBLE SYMBOL OF UNITY STILL MATTERS

By [NAME], [TITLE], Black Ribbon Campaign

We live in a time when people can communicate instantly and still struggle to understand one another. Public conversations about race can become polarized before they become productive. Many people care about racism and intolerance but are unsure what meaningful participation looks like in everyday life.

The Black Ribbon Campaign begins with a modest proposal: wear a Black Ribbon as a visible symbol of unity and strength in the fight against racism and intolerance.

There is an obvious criticism of symbolic action: symbols are not enough. That criticism is correct. A ribbon cannot replace fair policies, responsible leadership, education, accountability or the work required to address discrimination. But “not enough” does not mean “without value.”

Symbols help communities communicate shared principles. A poppy does not contain the full history of war and remembrance. A flag does not contain an entire country. A wedding ring does not contain a marriage. The meaning comes from what people agree the symbol represents and how they live out that meaning.

The Black Ribbon is intended to represent a straightforward principle: racism and intolerance should not divide our communities, and people can choose to stand together against them.

The campaign asks participants to wear black on the first and last day of February, creating two highly visible moments during Black History Month. Between those days, the more important work is conversation and participation - in homes, schools, workplaces, organizations and local communities.

This approach is deliberately broad. People do not have to share the same background, politics, religion or life experience to agree that dignity and respect matter. Unity does not require uniformity. It requires a willingness to recognize another person's humanity and to reject the idea that difference makes someone less worthy of respect.

The campaign also keeps participation voluntary. A symbol of inclusion should not become a test that excludes people who cannot or choose not to wear it. The purpose is invitation, not coercion.

If the ribbon is worn without reflection, it will be only fabric. If it prompts a parent to explain racism to a child, a workplace to examine its culture, a school to create a respectful discussion, or a community group to bring people together, then the symbol has done more than decorate a lapel.

We should judge awareness campaigns not only by the size of their symbols but by whether they make better actions easier. The Black Ribbon Campaign is trying to create that first step.

One Ribbon. One Message. One Movement. The next part is what we choose to do after we put it on.

REPORTER FACT SHEET

Fast reference for newsrooms, editors, freelancers and assignment desks

Campaign name	Black Ribbon Campaign
Website	blackribboncampaign.com
Primary symbol	Black Ribbon
Core purpose	Unity and strength in the fight against racism and intolerance
Main action	Wear a Black Ribbon
Wear Black Days	First and last day of February
Primary CTA	Take the pledge; get a ribbon; share the message; invite others to participate
Who can participate	Individuals, families, schools, workplaces, organizations and communities
Core phrase	One Ribbon. One Message. One Movement.
Organization	Camp Wakanda Forever Inc.
Media contact	[NAME] [TITLE] [EMAIL] [PHONE]

WHAT THE CAMPAIGN IS NOT CLAIMING

- That wearing a ribbon solves racism.
- That every participant must share identical views.
- That participation should be mandatory.
- That a publication, school or workplace endorses every campaign activity simply by reporting on it.

GOOD STORY ANGLES

- Local schools or workplaces participating
- Why visible symbols can help start conversations
- Intergenerational participation - youth, parents and elders
- Community ribbon distribution or local events
- Black History Month action days
- How organizations adapt a national message locally

SPOKESPERSON BIO & BOILERPLATE

Ready-to-use background copy for press materials

SPOKESPERSON BIO - MARK TAYLOR

Mark Taylor is the CEO and President of Camp Wakanda Forever Inc., the organization behind the Black Ribbon Campaign. In campaign interviews, he speaks about community participation, unity, intergenerational responsibility and the importance of creating practical ways for people to stand together against racism and intolerance. The Black Ribbon Campaign reflects a broader commitment to building community initiatives that encourage participation, dignity, respect and collective action.

SHORT BIO

Mark Taylor is CEO and President of Camp Wakanda Forever Inc. and a spokesperson for the Black Ribbon Campaign, a public awareness initiative encouraging people to wear a Black Ribbon as a visible symbol of unity and strength in the fight against racism and intolerance.

CAMPAIGN BOILERPLATE

The Black Ribbon Campaign is a public awareness initiative encouraging people to wear a Black Ribbon as a visible symbol of unity and strength in the fight against racism and intolerance. Participants are invited to take the campaign pledge, wear black on the first and last day of February, and bring the message into homes, schools, workplaces, organizations and communities. Campaign materials and participation information are available at blackribboncampaign.com.

SHORT DESCRIPTION

The Black Ribbon Campaign uses a simple visible symbol to encourage unity, respect and action against racism and intolerance.

SUGGESTED INTERVIEW QUESTIONS & ANSWERS

Talking points - use naturally rather than reading word-for-word

WHY A BLACK RIBBON?

The ribbon is simple, visible and easy for people to recognize. Its meaning in this campaign is unity and strength in the fight against racism and intolerance.

WHAT ARE YOU ASKING PEOPLE TO DO?

Wear a Black Ribbon, wear black on the first and last day of February, take the pledge, share the message, and invite the places they belong to - schools, workplaces, organizations and communities - to participate.

CAN A RIBBON REALLY MAKE A DIFFERENCE?

A ribbon by itself does not solve racism. It can make a commitment visible and create a reason to start a conversation. The campaign is about what people do with that opening.

IS PARTICIPATION ONLY FOR BLACK PEOPLE?

No. The campaign is intended for anyone who wants to stand against racism and intolerance. The emphasis is unity without erasing people's different experiences.

IS PARTICIPATION MANDATORY IN SCHOOLS OR WORKPLACES?

No. Participation should be voluntary and consistent with local safety, uniform, accommodation, privacy and institutional policies.

WHY THE FIRST AND LAST DAY OF FEBRUARY?

They create visible moments at the beginning and end of Black History Month while encouraging learning and action throughout the month and beyond.

HOW CAN A COMMUNITY GET INVOLVED?

Use the free campaign materials, take the pledge, distribute ribbons, host an event, register organizational participation or create an age- and setting-appropriate local activity.

WHERE CAN PEOPLE LEARN MORE?

blackribboncampaign.com

PHOTO CAPTIONS & IMAGE GUIDANCE

Use with supplied campaign photography, local photographs and newspaper submissions

READY-TO-ADAPT CAPTIONS

- Black Ribbon Campaign supporters wear Black Ribbons as a visible symbol of unity and strength in the fight against racism and intolerance. Photo: [CREDIT].
- Students and staff at [SCHOOL] participate in the Black Ribbon Campaign in [COMMUNITY]. Photo: [CREDIT].
- Employees at [WORKPLACE] mark the Black Ribbon Campaign by wearing black and displaying campaign ribbons. Photo: [CREDIT].
- Residents gather at [EVENT / LOCATION] as part of the Black Ribbon Campaign's community participation activities. Photo: [CREDIT].
- [NAME], [TITLE], speaks about the Black Ribbon Campaign and its call for unity, respect and action. Photo: [CREDIT].
- A Black Ribbon represents unity and strength in the fight against racism and intolerance. Photo: Black Ribbon Campaign.

SUBMISSION CHECKLIST FOR PHOTOGRAPHS

- Provide the highest-resolution original available.
- Do not send screenshots when the original photo is available.
- Include names and left-to-right identification if the publication requires it.
- Confirm appropriate consent for minors and identifiable participants.
- Include the photographer or organization credit.
- Avoid adding text over editorial photographs unless the publication asks for branded artwork.
- Send logos and campaign artwork separately from editorial photos.

SUGGESTED ATTACHMENT NAMING

BRC_[Community]_[Subject]_[YYYY-MM-DD]_PhotoCredit.jpg

NEWSPAPER ADVERTISEMENT MASTERS

Four layouts are included with this pack as separate PDF files

INCLUDED LAYOUTS

Full-page master	8.5 x 11 in portrait - strong campaign statement and full CTA
Half-page master	8.5 x 5.5 in landscape - headline, ribbon, action days and website
Quarter-page master	4.25 x 5.5 in portrait - compact local/weekly newspaper placement
Community module	3.5 x 3.5 in square - small newspaper/community bulletin placement

IMPORTANT PRODUCTION NOTE

Newspaper column sizes vary by publication. These are clean layout masters, not universal newspaper specifications. Send the closest master to the publication and ask its production department to resize or rebuild it to the exact ad dimensions, bleed and colour requirements. If the outlet prints grayscale-only, request a black-and-white proof before publication.

CORE AD COPY

HEADLINE

WEAR THE BLACK RIBBON

Stand together in unity and strength against racism and intolerance.

Wear black on the first and last day of February. Take the pledge. Join the movement.

blackribboncampaign.com

OPTIONAL LOCAL FOOTER

Presented locally by [ORGANIZATION / CHAPTER] | [LOCAL CONTACT / EVENT DETAILS]

NEWSPAPER / EDITOR OUTREACH

Ready-to-customize pitch email and concise follow-up

INITIAL EMAIL

Subject: Story / Community Feature - Black Ribbon Campaign

Hello [EDITOR / REPORTER NAME],

I am reaching out on behalf of the Black Ribbon Campaign, a public awareness initiative encouraging people to wear a Black Ribbon as a visible symbol of unity and strength in the fight against racism and intolerance.

During Black History Month, participants are also encouraged to wear black on the first and last day of February. Schools, workplaces, organizations and local communities can use free campaign materials to participate in ways appropriate to their setting.

I have attached a short press release, fact sheet and publication-ready story copy. We would be grateful if [PUBLICATION] would consider covering the campaign, publishing a community brief, accepting an op-ed/letter, or speaking with a campaign representative.

Website: blackribboncampaign.com

Media kit: [INSERT LINK]

Local angle: [INSERT ONE SENTENCE ABOUT LOCAL PARTICIPATION]

Thank you for considering the story. I am happy to provide an interview, photographs or additional information.

Sincerely,

[NAME]

[TITLE]

Black Ribbon Campaign

[EMAIL] | [PHONE]

FOLLOW-UP EMAIL

Subject: Follow-up - Black Ribbon Campaign story materials

Hello [NAME], I am following up on the Black Ribbon Campaign materials sent recently. If you are planning Black History Month coverage, community briefs, opinion pages or local event listings, we have short and long copy, photographs and interview availability ready. The campaign information is at blackribboncampaign.com. Thank you for your consideration.

PUBLICATION CONTACT BLOCK & LOCAL CHAPTER TEMPLATE

Copy-and-paste elements for press releases, community stories and advertisements

PUBLICATION-READY CONTACT BLOCK

MEDIA CONTACT

[NAME]
[TITLE], Black Ribbon Campaign
Email: [EMAIL]
Phone: [PHONE]
Website: blackribboncampaign.com

LOCAL CHAPTER / ORGANIZATION BLOCK

LOCAL CONTACT

[LOCAL ORGANIZATION / CHAPTER]
[CONTACT NAME / TITLE]
[EMAIL] | [PHONE]
[LOCAL WEBSITE OR SOCIAL PAGE]
Campaign: blackribboncampaign.com

LOCAL EVENT INSERT

[ORGANIZATION] will mark the Black Ribbon Campaign with [EVENT / ACTIVITY] on [DATE] at [LOCATION]. The public / members / students / staff are invited to [PARTICIPATION DETAILS]. For local information, contact [NAME / EMAIL / PHONE].

LOCAL QUOTE INSERT

“[ONE OR TWO SENTENCES ABOUT WHY THIS COMMUNITY IS PARTICIPATING AND WHAT THE BLACK RIBBON MEANS LOCALLY.]”

— [LOCAL SPOKESPERSON, TITLE]

ONE-LINE LISTING

Black Ribbon Campaign - Wear a Black Ribbon, wear black on the first and last day of February, and take the pledge at blackribboncampaign.com.

FINAL NEWSPAPER SUBMISSION CHECKLIST

Use before sending materials to any publication

1. Choose the correct story length for the outlet.
2. Replace every bracketed placeholder before sending.
3. Confirm dates, local details, names and titles.
4. Use the publication's preferred submission email or online form.
5. Check its word limit for letters and op-eds.
6. Attach the fact sheet and no more images than requested.
7. Send high-resolution photos with captions and credits.
8. Do not embed large image files inside the email unless requested.
9. Ask production for exact newspaper ad dimensions before paid placement.
10. Verify the media contact email and phone number.
11. Make sure blackribboncampaign.com is written correctly.
12. Keep the message factual; do not claim endorsement by the publication.
13. Save the final sent version and note the submission date.
14. Follow up once after a reasonable interval unless the outlet says not to.

CAMPAIGN CLOSE

One Ribbon. One Message. One Movement.

Wear the Black Ribbon. Take the pledge. Invite your community.

blackribboncampaign.com