# Customizable Media Advisory Template

Remove this text and update the highlighted sections of the template to send this media advisory to your local news outlets about your event.

**[Name of PTA] to Host Virtual Digital Safety Event**

**WHAT:**

**On [Date],** [Name of PTA] will host a live virtual event for [Name of City] families, where they will participate in digital safety conversations from the comfort of their homes. The event will feature discussions about privacy, appropriate apps and content, interacting with others online and screen time. Families will also learn how to complete [The Smart Talk](https://thesmarttalk.org/), a free, fun, interactive tool created by National PTA and NortonLifeLock that helps families set tech ground rules together.

{Name of PTA} was selected by National PTA from among PTAs nationwide to receive a $1,000 grant to conduct the event. The grant was made possible by PTA Proud National Sponsor [NortonLifeLock or TikTok]. ***(****Remove this paragraph if it is not applicable to your PTA.)*

The grant is part of National PTA’s [PTA Connected initiative](https://www.pta.org/home/programs/connected) and the association’s new PTA Programs at Home models. PTA Connected is designed to educate and engage families in digital wellness, security, access, equity and literacy. To date, over $750,000 in funding has been awarded to PTAs to host PTA Connected events. PTAs have held over 500 PTA Connected events across the country, reaching over 25,000 families. NortonLifeLock is the presenting and founding sponsor of PTA Connected. TikTok is a supporting sponsor of the initiative.

In response to our changing world, National PTA developed at-home models as alternatives for in-person [PTA Connected](https://www.pta.org/home/programs/connected) and [Smart Talk Conversation community events](https://www.pta.org/home/programs/connected/smart-talk). The PTA Programs at Home models offer engaging, educational and fun activities for all students and their families.

**WHEN:**

[Day and time of event]

**WHERE:**

[Insert virtual link]

**WHO:**

[PTA leaders, families and students]

**CONTACT:**

[Name and contact information for PTA]

**About PTA**  
[PTA®](http://www.pta.org/) comprises millions of families, students, teachers, administrators and business and community leaders devoted to the educational success of children and the promotion of family engagement in schools. PTA is a registered 501(c)(3) nonprofit association that prides itself on being a powerful voice for all children, a relevant resource for families and communities, and a strong advocate for public education. Membership in PTA is open to anyone who wants to be involved and make a difference for the education, health and welfare of children and youth. For more information, visit [PTA.org](https://www.pta.org/).