Sample pitch

Use the template below to contact your local print and broadcast news outlets. Be sure to include information about a local angle, such as a list of those people in your community that will be participating in Spirit Day.

**SUBJECT: Join millions and go purple for anti-bullying on 10/21**

Dear [NAME],

On October 20, millions of Americans will once again wear purple on Spirit Day in a stand against bullying and to show their support for lesbian, gay, bisexual, transgender, and queer (LGBTQ) youth. Spirit Day is the largest, most visible anti-bullying campaign for LGBTQ youth in the country, and GLAAD, the nation’s leading LGBTQ media advocacy organization, is empowering youth to get others involved in this movement. In the midst of the COVID-19 pandemic, LGBTQ youth are particularly vulnerable. This year, we are rallying everyone to show them support and love.

Would [OUTLET NAME] like to participate by going purple and sharing information about Spirit Day and anti-LGBTQ bullying on 10/21/20?

Among those who participated in previous years were public officials across party lines nationwide; 2021 included Vice President Kamala Harris, Celine Dion, Laverne Cox, Jake Gyllenhaal, Drew Barrymore, Jonas Brothers, The Cast Of HBO’s We’re Here with corporations like Target, Visible, Wells Fargo and as well as Disney/ABC, Comcast NBCUniversal, ViacomCBS, WarnerMedia, TikTok, Telemundo, and hundreds more schools, celebs, national landmarks, companies, nonprofits, and teams.

Possible ways you can participate:

- Publish or broadcast a story about Spirit Day, with information about local participants including [LIST OF PARTICIPANTS IN YOUR AREA]
- Highlight the ways the pandemic has affected LGBTQ youth in your area with a feature in your publication, news broadcast or radio station
- Ask anchors to wear purple on air and share with viewers why your outlet supports Spirit Day.
- Turn your website’s logo purple and/or turn your Facebook and Twitter profile pictures purple (Tool here: glaad.org/spiritday)
- Share information about Spirit Day with your audience through social media channels

This year, Spirit Day is poised to be bigger and better than ever, with dozens more notables participating. Additionally, hundreds of celebrities are expected to take part again this year.

Today, 7 out of 10 LGBTQ students experience harassment while at school. Of the disproportionate number of LGBTQ students bullied in the past year, less than half of those targeted sought help from their schools, and even when cases were reported, school officials rarely acted. Spirit Day shows LGBTQ kids, teens, and young adults that there are people they can go to for help and acceptance.

For more ways to participate, including a list of participants, please visit glaad.org/spiritday.

[YOUR NAME]