

SAMPLE MEDIA ADVISORY TO BE SENT A COUPLE DAYS BEFORE YOUR ACTION.

*****MEDIA ADVISORY*****

Border Reality Checkpoints to Deploy Across Southern Border Region on July 9

FOR IMMEDIATE RELEASE:

July 7, 2014

CONTACT: [Insert name, phone and email]

[Insert Town, State]—On Wednesday, July 9, community leaders and a broad spectrum of organizations from California, Arizona, New Mexico and Texas will join together in a day of action to deploy “Border Reality Checkpoints” across the U.S.-Mexico border.

The lack of adequate oversight for our nation’s largest law enforcement agency, U.S. Customs and Border Protection, has allowed officers and agents to act out-of-control, abusing their power and the rights of border residents with little to no accountability. The “Border Reality Checkpoint” is an initiative of the ongoing Revitalize not Militarize campaign and aims to inform border residents of how to protect their rights, speak up about abuses, and join efforts to demand reforms.

WHAT: Deployment of Border Reality Checkpoint

WHEN: Wednesday, July 9th at [insert time]

WHERE: [Insert Location]

WHO: [Insert Orgs. and/or Networks]

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SAMPLE PRESS RELEASE TO BE SENT THE MORNING OF YOUR ACTION.

TODAY: Border Reality Checkpoint Actions from CA to TX Demand Reforms of CBP

FOR IMMEDIATE RELEASE

July 9, 2014

CONTACT: [Insert Name, phone and email address]

WHEN: July 9 at [insert time]

WHERE: [insert location]

[Insert City]—Today, the [insert organizations] along with community leaders and volunteers will join communities in California, Arizona, New Mexico and Texas in a day of action to simultaneously deploy “Border Reality Checkpoints.”

The border region is home to roughly 15 million people who encounter U.S. Customs and Border Protection (CBP) officers and the Border Patrol daily—to go to work, buy groceries, or run basic errands. Unfortunately, the lack of adequate oversight for our nation’s largest law enforcement agency has allowed CBP to act out-of-control, abusing their power and the rights of border residents with little or no accountability.

“Communities border-wide report feeling treated with suspicion by CBP and subjected to unjustified detention, invasive questioning and searches, verbal and physical abuse, excessive force and profiling,” states [insert name, title and organization]. “We’re here to remind individuals of their rights in the border region, how the U.S. Constitution still applies here, and listen to concerns of abuse.”

“Major reforms of Border Patrol are long overdue,” adds [insert name, title and organization]. “This Administration can put an end to excessive force and other abuses at the hands of CBP through simple reforms, such as the use of body-worn cameras paired with privacy protections.”

The “Border Reality Checkpoint” is one action in the ongoing Revitalize not Militarize campaign and aims to inform border residents of how to protect their rights, speak up about abuses, and join efforts to demand reforms. Today’s day of action includes checkpoints deployed in San Diego, CA, Tucson and Arivaca, AZ, Columbus, NM and El Paso and Brownsville, TX.

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