

Media Guide

Email template for local/campus media outlets, including newspapers and television:

To Whom It May Concern:

I am writing to inform you of an upcoming event that may be of interest to you. On [Date] at [Location], members of the [Sikh organization] will be hosting “Turban Day,” a fun and interactive program that raises awareness about the Sikh religion. Students and locals will gather to have colorful turbans tied around their heads and learn about basic Sikh traditions and beliefs. Through their conversations with community members, attendees will also have the opportunity to learn about other aspects of the unique Sikh identity, which represents a commitment to values such as equality, love, and justice.

Since the terrorist attacks of 9/11, many Americans have come to associate the turban with terrorism, and as a result, hundreds of Sikhs have been targeted in hate crimes. Just last year, a neo-Nazi entered a Sikh place of worship in Wisconsin, opened fire on the congregation, and murdered six before taking his own life. *Turban Day* aims to proactively minimize hate violence by deepening appreciation and awareness while challenging negative stereotypes faced by Sikhs.

We hope that you will consider this a newsworthy event that provides an interesting narrative and compelling visuals. Please be in touch if you plan on attending the event so that we can begin making arrangements to accommodate you.

Thank you for the consideration and we look forward to hearing from you soon.

Sincerely,

[Name]

[Position]

[Org]

[Email Address]

[Phone Number]

Talking points for media interviews:

1. Sikhs have been in the United States for over 100 years and contribute to all walks of life. In the U.S., 99% of people who wear turbans practice the Sikh religion.
2. The turban is an article of faith that represents a commitment to core Sikh principles, including love, justice, discipline, and equality.
3. In South Asian traditions, the turban was reserved for the political elite. The Sikh Gurus opposed social divisions and invited everyone to begin wearing turbans as a

The Surat Initiative
Turban Day Package



way to illustrate that everyone is equally royal and sovereign, no matter social status, age, or gender.

4. The religious mandate to wear a turban has long marked Sikhs as a distinguishable community. While this unique identity holds them accountable to their values, it also has often made them targets for stereotyping and persecution.
5. There is no single style of a Sikh turban – the color, shape, and size varies according to personal preferences.