



**Jackson Water Rally**  
**October 10, 2022**  
**Media Toolkit**  
[Oct 10th Graphic](#)  
[RADIO AD COPY IS HERE](#)  
[PRESS RELEASE](#)

**SAMPLE SOCIAL MEDIA MESSAGES**  
[Oct 10th Rally Graphic](#)

**FACEBOOK, INSTAGRAM, EMAIL & TEXT BLAST**

**Sample Message #1**

THE FIGHT CONTINUES! CLEAN WATER IS OUR RIGHT!

Jackson's People have been the real heroes of this water crisis. Even as the state has withheld resources and watched our infrastructure crumble for decades, we have been resilient and resourceful. We even committed to paying higher taxes to help fix this problem. We've done more than our share. Now the state and the federal government must do theirs.

We have a right to clean water, a right to control our water systems, and a right to receive funds to repair it. Tell the Governor, the State and the Federal Government to FULLY FUND A REBUILD OF THE JXN WATER & SEWAGE SYSTEM! Contact Governor Reeves via twitter @tatereeves.

Come out on Monday, October 10th, 2022, @6PM for a JXN Water Crisis Moral Monday March & Rally. We will meet at the Smith Robertson Museum at 5pm, March at 5:30pm, and end with a Rally at 6pm the intersection of Capital St. and Congress St. We hope to see you there! #Free the land!Clean the Water!Keep it Public!

Need a Ride to the March? Go to

[https://docs.google.com/forms/d/e/1FAIpQLSebBDIbDux-UMdq4tLmFIOen4x6uoHpJ4B7ZFjrHSqu\\_SHUSw/viewform](https://docs.google.com/forms/d/e/1FAIpQLSebBDIbDux-UMdq4tLmFIOen4x6uoHpJ4B7ZFjrHSqu_SHUSw/viewform).

Sponsored By:

\* ACLU, MS

\* AFT, Mississippi



- \* Alternate ROOTS
- \* Black Voters Matter
- \* IDEA
- \* Institute for the Study of Modern Day Slavery at Tougaloo College
- \* Immigrant Alliance for Justice and Equity (IJAE)
- \* International Museum of Muslim Culture
- \* Jackson People's Assembly
- \* Jackson Council PTA
- \* Know Your Rights Camp
- \* Lit & Lifted
- \* Malcolm X Grassroots Movement
- \* Mississippi Association of Educators
- \* Mississippi Bail Fund Collective
- \* Mississippi Black Women's Roundtable (MS BWRT)
- \* Mississippi In Action
- \* Mississippi Prison Reform Coalition
- \* Mississippi Rapid Response Coalition
- \* Mississippi Reproductive Freedom Fund
- \* Mississippi Student Water Crisis Advocacy Team
- \* MS Moves
- \* MS Votes
- \* One Voice, MS
- \* Operation Good Cure Violence
- \* People's Advocacy Institute
- \* Poor People's Campaign
- \* Southern Poverty Law Center (SPLC, MS)
- \* SupportEd MS
- \* Strong Arms of Mississippi
- \* Women for Progress

### Sample Message #2

**Jackson has been the real hero** of this story. Even as the state has withheld resources and watched our infrastructure crumble for decades, we have been resilient and resourceful. We even committed to paying higher taxes to help fix this problem. **We've done more than our share. Now the state and the federal government must do theirs.**

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Capital St. and Congress St. We hope to see you there! As residents we have done our share! It is time that the State pays its share! #Freetheland!Cleanthewater!KeepItPublic!

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### Sample Message #3

**Failing infrastructure is a national crisis but it hasn't affected communities equally.**

Jackson is facing a perfect storm of willful neglect and chronic disinvestment by a state that has been more interested in playing politics than addressing our water crisis. **Come out** on Monday, October 10th, 2022, for a JXN Water Crisis Moral Monday March & Rally. We will meet at the Smith Robertson Museum at 5pm, March at 5:30 pm & end @6pm with a Rally at the intersection of Capital St. and Congress St. As residents we have done our fair share! It is time that the State pays its share! #Freetheland!Cleanthewater!KeepItPublic!

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### Sample Message #4

We watched levees break in New Orleans during Katrina. Water systems fail in Flint, in Laredo, Texas. **Jackson's water problems are not only a crisis of failed infrastructure. It is a crisis of fairness.** It is a crisis of state and federal government and its failure to equitably serve all of its people. **Come out** on Monday, October 10th, 2022, at 5 PM for a JXN Water Crisis Moral Monday March & Rally. We will meet at the Smith Robertson Museum and end with a Rally at the intersection of Capital St. and Congress St. As residents we have done our fair share! It is time that the State pays its share! #Freetheland!Cleanthewater!KeepItPublic!

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### Sample Message #5

**We stand with the people of Jackson in calling for the state and federal government to act** and provide infrastructure funds to the city. **Come out** on Monday, October 10th, 2022, @5PM for a JXN Water Crisis Moral Monday March & Rally. We will meet at the Smith



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