



MEDIA ADVISORY FOR SPECIAL EVENTS

A media advisory, also known as a media alert, is a variation of a news release. It notifies assignment editors of a press conference or any other event that you believe will generate news for the media to cover. It is always one page, brief but compelling and sufficiently informative to arouse interest, usually (but not necessarily) without giving away the story. Make it clear that there are visual opportunities on a newsworthy topic for TV cameras and print photographers. It is only utilized if there is actually an event that the press can attend. Instead of the paragraph form of the news release, media advisories use bullets of information. The following tips make the media advisory easy to read. Indicate the important information such as:

- Who the primary contact is;
- Why it is important;
- Why the media should cover the event;
- What the event is;
- When it is;
- Where it is;
- Who is sponsoring the event, participating or speaking; and
- Whether there are any important things happening that make for an interesting television spot or photo in a newspaper.
- The advisory should also be on company letterhead (if possible)

Naturally, you would never distribute a media advisory at a press conference – the media is already there with you!

MEDIA ADVISORY TEMPLATE

LOCAL NEWS ADVISORY

TO: ASSIGNMENT DESK/NEWS EDITOR
(If possible, provide the actual name of the news editor from the station or paper you are sending this to)

FROM: YOUR NAME
(XXX) XXX-XXXX

RE: YOUR EVENT-THE DATE

In a brief sentence or two, tell why this event it a great visual opportunity.

Give an overview of why you are hosting this event. Be sure to include the newsworthy aspect of the event. In this space you can include any important VIPs or speakers that will be attending, along with the photo or video opportunities.

Remember to include information about why this event is important to your community. Localized angles are always important to local reporters.

WHAT: Your Event

WHEN: Time and Date

WHERE: Location (Attach directions if needed)

CONTACT: Name
XXX-XXX-XXXX