

PHOTO OPPORTUNITY ADVISORY

- A photo opportunity advisory alerts photographers at newspaper and television stations to an event that is visual and unique.
- Put a contact name and daytime phone number at the top of the advisory. Also include the following two address lines, which should be boldfaced and underlined.

ATTENTION: ASSIGNMENT/PHOTO EDITORS
MEDIA ADVISORY FOR (day and date of event)

- Next, think up a descriptive, compelling headline:
LOCAL KIDS WITH CANCER TO RECEIVE OPTIMIST TEDDY BEARS
- On the remainder of the page, explain the event, using the “What, Why, Who, When, Where” format. Try and keep the information to one page.
- Use descriptive language to convey why this event is compelling.