

MEDIA ADVISORY

- A media advisory alerts reporters and editors to your event by providing them with the five Ws—what, why, who, when and where.
- Media advisories should be sent the day before and/or the morning of the event. Send them to reporters and editors you think would be interested in the activity. Then, after you send the day-of-the-event advisory, call and let the newsrooms know you are following up on the advisory. Answer any questions they may have.
- 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: NEWS/ASSIGNMENT/PHOTO EDITORS
MEDIA ADVISORY FOR (DAY AND DATE OF EVENT.)

- Next, think up a descriptive, compelling headline:
SUMMERVILLE OPTIMISTS TO HELP KIDS WITH CANCER
- On the remainder of the page, explain your event, using the “What, Why, Who, When and Where” format. Try and keep this information to one page.
- If the visual aspect of your event takes place in the middle of a program, be sure and mention as accurately as possible when this will take place. For example, if the Childhood Cancer event kicks off at noon, be sure and say that the Club will be presenting stuffed bears to the kids at 12:30 p.m.

SAMPLE MEDIA ADVISORY

(The Media Advisory should be printed on Club letterhead.)

FOR MORE INFORMATION
(Contact name & Phone number)

ATTN: NEWS/ASSIGNMENT/PHOTO EDITORS
MEDIA ADVISORY FOR (date)

SUMMERVILLE OPTIMISTS TO HELP KIDS WITH CANCER

WHAT: Youngsters from the community who are undergoing treatment for cancer will get a helping hand from members of the local Optimist Club. Club members will be helping the kids make crafts as a way of allowing them to forget about what they are going through and put a smile on their faces.
(Give any other specifics of the project.)

WHO: (List the names of prominent local citizens, government officials, etc. who will be in attendance.)

WHEN: (Date)
(Time)

WHERE: (Location)

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