



How to Write a Media Advisory

What Is a Media Advisory?

- Functions as an FYI that alerts journalists to an upcoming event.
- Gives basic information: the who, what, where, when and why.
- Sent out a few days before the event.

Elements

- **Headline.** This will make or break the advisory-include the most important information in the headline, and make it punchy. The headline can be up to four lines if necessary, including a sub-head, if used, but keep it short (and remember to use a large font - it's eye-catching!).
- **Short description of the event and the issue.** Make it visual to capture the reporter's interest. (Example: Local grade school students stage a protest at library to protest cut in hours.)
- **List the speakers at your event.**
- **Contact information.** In the top right corner, type names and phone numbers of two contacts. Make sure these contacts can be easily reached by phone. Include the contact's home phone number, if appropriate.
- **Include a short summary of your city in the last paragraph.** If several jurisdictions are working together, list each one.
- **Mention "Photo Opportunity" if one exists** and be sure to send it to the photo editors of local news outlets as well as to reporters - they don't always share information with each other!

Structure / Form

- In the top left corner, type "Media Advisory."
- Beneath "Media Advisory," type the date.
- Type "###" at the end of your advisory.
- Keep it to one page.
- Print your advisory on your city's letterhead.

How to distribute it

- A media advisory should arrive at news outlets 3 to 5 working days before the event.
- Fax or mail (if time permits) your advisory to the appropriate reporter, editor or producer at each news outlet on your press list.
- If your region has a "daybook" (you can find out by calling the newsroom of your largest local newspaper) be sure to submit your advisory. A daybook lists news events scheduled to take place in the region on that day. Major news outlets review the daybooks each morning.
- ALWAYS make follow up calls the day before your event, and have the advisory ready to be faxed.

