

Working with the Press Basics:

Media Advisory

A media advisory is an alert to the media to be aware of an upcoming event. It's an urgent invitation to a press conference or special event. It's sent 3 or 4 days prior to the event and must be newsworthy! Be sure to catch their attention.

- o Use letterhead, double space and leave ample margins.
- o Keep to one page.
- o Include contact name/position/telephone number in upper right hand corner.
- o Under contact name, put release date.
- o If information is sent out in advance and event must be kept confidential, include "Embargoed until (date of event)".
- o Use a short, catchy headline, in bold letters. If you use a sub-headline, it should be in upper and lower case and underlined.
- o Include who, what, when, where, why (using bullets is a good way to do this).
- o Include special note at the end for specific photo opportunities (with local dignitaries or youth groups), or opportunities for interviews before or after the event.
- o Signal the end with three pound signs (###).
- o After emailing/faxing advisory, follow up with reporters to assure they attend.

Press Release

A press release is used to hand out the day of an event, or to announce new information, new facts or milestone accomplishments of your program/agenda.

- o Use letterhead, double space and leave ample margins.
- o Include contact name/position/telephone number in upper right hand corner.
- o Under contact name, put release date: (For Immediate Release: *Date*)
- o Your headline should be short, catchy and in bold letters. If you use a sub-headline, it should be in upper and lower case and underlined.
- o Include all pertinent information. If you're talking about an event, include specifics.
- o Include quotes from relevant parties. Make sure quote is approved by speaker.
- o Signal the end of the release with three pound signs. (###)
- o After emailing/faxing press release, follow up with reporters for coverage.