

Writing a Media Advisory⁹

A media advisory is basically an invitation to your event. It contains the main information journalists need to know. You can fax or email the media advisory anytime from 3 to 5 days before your event. Be sure to follow up with a more detailed press release. The following is the standard format for a media advisory. It includes all the necessary elements and a brief description of the information you should provide. Put this advisory on organizational letterhead before sending it out.

FOR IMMEDIATE RELEASE
(Today's date)

CONTACT: (Name)
(Phone No. & Email Address)

HEADLINE: Keep it short and in all capital letters and bold font

WHAT: (two to three sentences on what is happening)
WHEN: (date and time)
WHERE: (address)
WHO: (names of people or organizations involved)
WHY: (two to three sentences that emphasize why this event is newsworthy and important)

#

(center alignment; do not omit – this signals the end of the advisory)

Writing a Press Release⁹

A press release is much more detailed than an advisory. It is written like a news story, including a headline, lead paragraph, background facts, quotes, and details on the issue for which you are advocating.

The following is the standard format for a press release. Each paragraph should be no longer than 4-5 lines. Keep the release to two pages at the most. Put this advisory on organizational letterhead before sending it out. Follow up with phone calls and include your press release in your media kits.

FOR IMMEDIATE RELEASE
(Today's date)

CONTACT: (Name)
(Phone No. & Email Address)

HEADLINE: Keep it short, make it attention-getting, and write in all capital letters and bold font

SAN FRANCISCO, CA – (list location of story in bold before start of first paragraph)

1st paragraph: What is happening, who is involved, where and when. This is the most important paragraph of the press release. Write it well but keep it brief. If done correctly, this will grab the journalists' attention.

2nd paragraph: Why this event is important and newsworthy

3rd paragraph: Quote from an expert involved that emphasizes how significant this event is

4th paragraph: More details on where and when the event is happening

5th and all paragraphs afterwards: Other relevant details, including:

- Further quotes from other spokespeople
- Description of visual opportunities

Final Paragraph: One sentence "boilerplate" description of the organization(s) involved in the event

If release goes onto a second page, type the word "**MORE**" at the bottom of the first page in bold font and center alignment

OR

(to signal the end of the release)