

Communications Resources: Media Advisory Best Practices

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Media Advisory/Alerts

WHAT IS A MEDIA ADVISORY?

A **media advisory, also referred to as a media alert**, is the standard format used to alert local media (print, broadcast, and radio) to a specific event or key milestone that includes a specific time/date/location. It can be considered an invitation to media to attend and/or cover the event.

WHEN TO USE A MEDIA ADVISORY

Events that are public and open to the community are perfect occasions for media advisories. For example, groundbreaking, grand openings, fundraisers, concerts, or other facility-hosted events are fitting for sending a media advisory/alert.

HOW TO DRAFT A MEDIA ADVISORY

A media advisory uses a standard template that answers who, what, when, where, and why. An important element of a media advisory is the list of interviewees, if available. Use the example below to draft your own media advisory to make local media aware of events hosted by or at your facility. Format the advisory on facility letterhead and follow these additional guidelines:

1. **List the title** of the event
2. **Briefly describe the event** - draft two to three paragraphs answering key questions:
 - *What is the event?*
 - *Why is it important to your facility and to the community?*
 - *What are the primary goals of the event?*
3. **Share a key contact name, phone number, and/or email** for interested media to contact
4. **List key details:**
 - *WHO will attend the event?*
 - *WHAT is the event?*
 - *WHEN will it be held?*
List date and time of event.
 - *WHERE will it be held?*
List venue name and street address.
 - **INTERVIEWEES AVAILABLE**
List spokespeople - name, titles, topics, if available
5. **Email to local media contacts** who may be interested in covering the event