

## TEMPLATE PRESS ADVISORY

PRESS ADVISORY for August 12, 2012

Contact Jane Smith at  
jane@emailservice.com or 555-555-5555

TITLE HERE: GROUP TAKES ACTION ON CRITICAL  
ISSUE (written like a news headline)

WHO: Your group name

WHAT: Add somewhere between a few sentences and a few paragraphs about your event. Explain why a reporter should care, how relevant, compelling, timely and urgent the event and issue are. As simply as possible, answer the question: "Why is this newsworthy?"

WHERE: Name of place and address. Include any necessary notes about parking or access

WHEN: Day, date and time

VISUALS: Most media is visual. Include a list of things a reporter could expect to get on photos or video. People marching, a giant puppet, a skit, etc.

For more information or to schedule an interview with a participant, contact Jane Smith at 555-555-5555

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## Press advisory tips

- A press advisory alerts media to an event before it happens.
- Email your advisory to your media list. You can find email addresses on media outlet websites.
- Put the text in the body of the email, not as an attachment.
- Include a brief, catchy version of the headline as the message subject.
- Make it short and sweet. Never more than a page, usually less.
- Provide a "hook" (why your action is newsworthy) without giving away any surprises (like your carefully planned surprise for the CEO)
- Target your release. Spend time finding reporter contacts that cover your specific issue, geography or community. Write to them.
- Follow-up with phone calls.
- Deliver twice: five days before your event, and then the night-before or morning-of, depending on how early the action is.