

How to Create a Media Advisory

A media alert or media advisory is a brief (usually one-page) notice that alerts the media of an upcoming event. It tells what, why, where, and when, and provides the name and phone number of a contact person at your agency.

Media advisories should be faxed to media outlets at least two days before an event. Check with your individual, local media outlets to see if faxing is appropriate.

Send your media alerts to wire services and ask them to list your event on their “Daybooks,” a calendar of upcoming news events. Remember some wire services distribute a list of the coming week’s events on Friday afternoon.

The following is a sample media advisory which should be released on your organization’s letterhead.

PLANNING TIPS

For Immediate Release
[Date]

Contact: XXXXX
Tel: XXX.XXX.XXXX

MEDIA ADVISORY

WHAT: (Your Agency) announces that **October 15, 2007** is the fifth annual observance of the National Latino AIDS Awareness Day. It is a day of hope for the future of a world without AIDS [State principal message]

WHERE: (Include location, street address and suite or floor number)

WHEN: (Include date, day and time of event)

WHO: For more information, contact (number, organization, title and telephone number)

“WAKE UP! TAKE CONTROL! TAKE THE HIV TEST!”