

Media Advisory Template

Media Advisory: Use this to invite the media to attend your local event

Use a *media advisory* to give media advance notice of your event. Follow this “who, what where, when and why format” to help get your message across to the media as quickly and clearly as possible. A media advisory shouldn’t be longer than one page and should be sent to media approximately 3-5 days prior to an event. Some of the smaller local media outlets appreciate advance notice of a week or more (they are lean on resources and need to plan ahead).

Media Advisory (or Photo Opportunity)

Main Headline Focuses on Biggest Newsworthy

Subhead Gives a More Specific Angle of the Story i.e. local interest or high profile people attending

CITY, PROVINCE (DATE) – This opening paragraph should give the answers to “who, what, where, when, and why” as succinctly as possible. Try to make the sentences brief but full of information. Mention any persons of local interest, dignitaries, elected officials, or others who are key to the event. If your family has a compelling connection to The Hospital for Sick Children, you may wish to mention it here.

WHO: List names of key people who will attend your event.

WHAT: Describe the event in one brief sentence.

WHERE: Address of event, including any specific parking information for media.

WHEN: Date and time of event.

WHY: Briefly state reason for event.

PHOTO OPPORTUNITIES: You may wish to list a couple of activities or notable people at your event as photo ideas the media might be interested in.

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For further information, please contact:

Name
Organization or fund name (if applicable)
Phone numbers
Email address
Website