



Media Advisories

Media advisories are short (one page) announcements that indicate the time, place, and other important details of an upcoming event or meeting.

When to use them:

Put out a media advisory when you want reporters to actually show up for a meeting, event, or release. The point of a media advisory is to put a piece of a paper in someone's hands that gives them the basic information they need to get to an event and as much (or as little) background information as they will need to decide to attend.

How to use them:

As with standard press releases, most news operations receive stacks of advisories. You will need to follow up any advisory with a personal call if you want someone to actually show up for something. Be prepared to answer basic questions about the issue, but don't scoop yourself by letting them know too much before your intended announcement.

Format:

Using the right format will make it easier for reporters to use a media advisory.

- Keep it short. This is not the news release, it is simply a notice of an event.
- Include a "good through" or "use until" date so they know when to throw it out.
- Include the Who, What, When, and Where for the event in a clear, easy-to-see format.
- Include directions or a map if necessary.
- Include only as much background information as the reader needs to understand the significance of the event. Do not use a media advisory as a vehicle for a substantive announcement.
- Number pages and close the advisory with ### or -30- so that the reader knows that there are no additional pages.
- Use a clear font and plenty of white space.