



Media Advisory Template

MEDIA ADVISORY FOR: [DATE OF EVENT]

MEDIA CONTACT: [NAME, EMAIL, PHONE]

TITLE: Short, punchy description of event
SUBTITLE: As needed to include additional information

WHAT: Description of event, why it is timely and newsworthy. Include the call to action and any details that will make it exciting to see. Should be a short paragraph.

WHERE: Location, including address and any details needed to help find you. If event will be live streamed, include links.

WHEN: Date and time.

WHO:

- Speaker name, title, organization
- Speaker name, title, organization
- Speaker name, title, organization

VISUALS: Optional addition to describe the sights and movement of the event. Could include a march, live demonstration, signage, props or interactive elements.

ADDITIONAL BACKGROUND: Optional addition to include important contextual information about an issue. It's important to keep the WHAT section short and on message. As needed, provide supporting details like research, statistics, or past action.

ABOUT [ORGANIZATION/COALITION]
Include organizational or coalition boilerplate and website.

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