



Media Advisory Template

[Your Organization's Logo]

Media Contact:

Name: [Contact Person]

Title: [Job Title]

Phone: [Contact Phone]

Email: [Contact Email]

FOR IMMEDIATE RELEASE

Date of Issue: [Today's Date]

Headline:

[Eye-Catching and Informative Headline Describing the Event]

Sub-Headline:

[A Secondary, Supporting Statement that Adds Additional Detail or Context to the Headline]

What:

[Brief description of the event, focusing on the purpose and any key activities. Highlight the significance and why it is newsworthy.]

Who:

[List of key participants, including notable speakers, dignitaries, or celebrities. Mention their relevance and role in the event.]



When:

[Date and time of the event. Include both start and end times to assist with planning.]

Where:

[Full address and location details of the event. Include room names or numbers if applicable. For virtual events, provide access links or platform details.]

Why:

[Explain the importance of the event and its expected impact or outcome. This section should resonate with the broader interests of the community or industry.]

Media Opportunities:

[Detail any special opportunities for media, such as exclusive interviews, photo sessions, or additional press briefings. Mention any planned activities that are especially visual or newsworthy.]

Additional Information:

[Include any other relevant information such as parking details, security check-ins, RSVP requirements, or how the media can access further materials or press kits.]

Boilerplate:

[Include a short paragraph about your organization, its mission, and its significance to the community or industry. This helps frame the context of the event and the organizing body.]

RSVP:

[Instructions on how the media can RSVP or whom they should contact to confirm their attendance. Include any deadlines for accreditation if applicable.]