



GUIDELINES & TIPS FOR HOW TO WRITE A MEDIA ADVISORY

WHAT IS A MEDIA ADVISORY?

A media advisory is a document, usually delivered via email, that is designed to notify media outlets of a specific event that will be taking place.

GETTING STARTED

Media advisories have the following basic elements:

1. A masthead for the sponsoring organizations (likely your organization and *Standing on the Side of Love*)
2. The phrase “For Planning Purposes Only”
3. A headline describing the event
4. A brief description of the event and its context
5. Event logistical information (this is usually done through a “who, what, when, where, why” box like the one below)
6. A boilerplate paragraph located at the end providing a description of the sponsoring organizations (in most cases this would be your organization and *Standing on the Side of Love*)
7. Relevant contact information for further questions

CONFIRMING SPECIFICS

Media advisories typically have the following “Ws” Box:

WHO:
WHAT:
WHERE:
WHEN:
CONTACT:

DISTRIBUTION

Once you have a media advisory draft, you’ll need to craft a list of reporters, including their contact information, who you think might come to the event and to whom you’d like to send the advisory. You should include local print, television, and radio reporters, as well as bloggers and internet outlet reporters. Be sure to include the general news inbox email address for these outlets as well as specific reporters you think might be interested.

It is customary to distribute an advisory five business days before the event, two business days before the event, one business day before the event, and again on the day of the event.

Please see <http://www.standingonthesideoflove.org/resources/media-101> for a sample advisory.

TIPS

- You should try to provide advisories to as many relevant media contacts as possible; however, an advisory should never be simply “blasted” to non-related outlets or contacts or sent too many times.
- Keep your advisory, short, pithy, concise, and a page or less.
- If you have friends who are reporters, call them! Ask them to refer someone from their outlet if they don’t want to cover your event.
- For major events, call through large outlets the day before the event to confirm that they have the advisory and answer any questions that they may have.
- Monitor coverage the day of and up to about a week after your event to ensure accuracy.