



Media Advocacy

Tips for Media Advisories and Written Statements

Media Advisory

A media advisory is used to alert the media to an upcoming special event or press conference and conveys some urgency. It's sent 3 or 4 days prior to the event and includes only the "teasers" of the event: Who, What, When, Where, and Why.

- Use letterhead, double space the advisory, and leave ample margins.
- Keep to one page.
- Include contact name/position/telephone number in upper right hand corner.
- Under contact name, put release date.
- If information is sent out in advance and event must be kept confidential, include "Embargoed until (date of event)".
- Use a short, catchy headline, in bold letters.
- If you use a sub-headline, it should be in upper and lower case and underlined.
- Include who, what, when, where, why.
- Include information about any specific photo opportunities.
- Signal the end of the release with three pound signs (###).

Written Statement

- A written statement is a prepared response to a story or report.
- Provide contact information (title, program, telephone number and address).
- Localize the content (e.g. how does this affect us, the region).
- Should only be one or two paragraphs, maximum.
- Submit via email or fax. If emailed, type statement into the body of the email. Do not send attachments.
- Follow-up with media via email or phone call to make sure they have received your information.
- Try to make call earlier in the day between 10AM-1PM as most are working to meet deadlines toward the end of the day.