



**MEDIA ADVISORY/PHOTO OPPORTUNITY**

MEDIA CONTACT:

[Name]

Program Name

[Phone #]

[Fax #]

[E-mail]

WHAT \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

WHEN \_\_\_\_\_

\_\_\_\_\_

WHERE \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

WHY \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

KEY PARTICIPANTS \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

PHOTO OPPORTUNITIES \_\_\_\_\_

\_\_\_\_\_



## MEDIA ADVISORY/SAMPLE

### MEDIA CONTACT:

[Name]

Program Name

[Phone #]

[Fax #]

[E-mail]

### PROGRAM VOLUNTEERS TO BE HONORED BY MAYOR'S OFFICE

**WHO:** Fifteen Program Volunteers from [city, school district]  
Mayor Jane Doe  
Members of the [city] city council  
[city] school board members

**WHAT:** A special ceremony honoring volunteers who have served with the program since its inception in 1999. Event includes the unveiling of a giant thank you pop-up card prepared by program students.

**WHEN:** [Date and Time]

**WHERE:** [Location name and address, directions if necessary]

**PHOTO OPPORTUNITY:** Mayor, Program volunteers, students and [name] school mascot.

Brief information about the program.

(Note: Media Advisories, along with a program fact sheet should be mailed or faxed a week prior to the event. Follow up with a phone call to check on receipt and need for additional information. Make a second phone call closer to the event to determine interest and intention to attend the event.)