

## Appendix F: Media Advisory Template

Use the template below to create your media advisory. The advisory should answer “who,” “what,” “where,” “when,” “why,” and “how” of the event or activity. It also should include contact information for your organization. A media advisory should be sent out before an event and again the day of the event.

### MEDIA ADVISORY FOR IMMEDIATE RELEASE

CONTACT: Tom Jones

California Department of Health Services

Phone: (916) 555-5555

Fax: (916) 555-5500

**Contact Information** – Skip a line or two after the advisory statement and list the name, title, telephone, and fax numbers of the person with the most information. It is important to give your cell number since reporters often work on deadline and may not be available until after hours.

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**[NAME OF YOUR DEPARTMENT] Holds [EVENT] as Part of National Influenza Vaccination Week**

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**Headline** – Skip two lines after your contact info and use a boldface type.

**[CITY, State]—[NAME OF YOUR DEPARTMENT] is hosting a [EVENT], which is expected to involve more than [MINIMUM NUMBER OF EXPECTED PARTICIPANTS] from [NAME(S) OF AREA(S)].**

**WHO:** [LIST ANY VIPS AND OTHER ATTENDEES OF NOTE WHO MAY BE OF INTEREST TO THE PRESS. INCLUDE TITLES WHENEVER POSSIBLE.]

**WHAT:** [PROVIDE ADDITIONAL DETAILS ABOUT THE EVENT (I.E., WHAT ACTIVITIES ARE SCHEDULED, ETC.)]

**WHERE:** [ADDRESS OF THE EVENT LOCATION]

**WHEN:** [DATE AND TIME OF THE EVENT]

**WHY:** National Influenza Vaccination Week provides an important opportunity for our community to tell people how important it is for people to get an annual flu vaccine. Getting vaccinated is the single best way for people to protect not only themselves against flu, but their loved ones as well.

**CONTACT:** [NAME, PHONE NUMBER(S), FAX AND EMAIL ADDRESS OF CONTACT]

For more information about influenza and influenza vaccine visit [www.cdc.gov/flu](http://www.cdc.gov/flu) and [INSERT DEPARTMENT/ORGANIZATION WEB SITE, IF APPLICABLE].

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