

## SAMPLE MEDIA ADVISORY

FOR IMMEDIATE RELEASE  
{Insert date}

Media Contact {Insert contact name}  
{Insert telephone number and e-mail address}

WHAT: {Insert lead agency name} is holding a press event to announce the kickoff of the (Insert State Name) *Ticketing Aggressive Cars and Trucks* (TACT) Campaign—a high-visibility traffic enforcement program.

WHEN: {Date, time}

WHERE: {Exact location of event}

WHO: {List names and titles of anyone who will be speaking or featured at the event. If different speakers are addressing different topics, mention that as well.}

INFO: For more information about the TACT Program, visit **[www.fmcsa.dot.gov/tact](http://www.fmcsa.dot.gov/tact)**.

{Optional}

PHOTO OP: {Use this space if your event will have any “visuals” that could make great print photos or news video coverage. A press event may not have great visuals, but many events do! Use the “Photo Op” to describe accurately what the press can expect to see—and what time they can expect to see it. A sample would be, “The governor will be unveiling the new TACT highway sign at 10:15 a.m.”}

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{NOTE: A media advisory is the equivalent of a “save the date” notice to let the press know you have an upcoming event worth covering.}