

Appendix F: Media Advisory Template

Use the template below to create your media advisory. The advisory should answer the “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 a week before an event and again the day of the event.

[ON LETTERHEAD]	
MEDIA ADVISORY FOR IMMEDIATE RELEASE	
CONTACT: Tom Jones California Department of Health Services Phone: (916) 555-5555 Fax: (916) 555-5500	
[Name of Your Organization] Holds [Type of Event] as Part of National Influenza Vaccination Week	
[CITY, State] — [Name of Your Department] is hosting a [Type of 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 a valuable opportunity for our community to tell people how important it is for people to get an annual flu shot. 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 and [Insert organization Web site, if applicable] .	
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Contact information – List the full name, title, telephone, and fax numbers of the person with the most information. It is important to give their cell phone number since reporters often work on deadline and may not be available until after hours.

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