

Sample Media Advisory

*A **sample media advisory** announcing the details of a local event to the media and tips on how to write and use one*

Tips on Writing Media Advisories

Media advisories are one-page announcements of an upcoming event. They are designed not for the public, but for the media. Their purpose is to inform reporters of upcoming events, and convince them that these events are genuine news stories that are worthy of coverage.

Some tips about media advisories:

- Media advisories are excellent tools to use to attract media to an event. The more news value of the event, the better the chances media will attend. For example, if a newsmaker like a mayor or Congressional representative is attending, make sure this is emphasized in the media advisory.
- An advisory should say when an event is, where it is, and what and whom reporters will find there. It should also offer a compelling reason for media to attend.
- Don't forget to include at the top of the document a name and phone number of someone the media can contact to follow up. Be sure to date the document.

Sample Template Media Advisory for CSEdWeek Event

*** * * MEDIA ADVISORY * * ***

[DATE]

Media Contact: [CONTACT NAME, PHONE NUMBER, EMAIL]

**[NAME OF OFFICIAL/SCHOOL DISTRICT/ORGANIZATION]
TO PARTICIPATE IN COMPUTER SCIENCE EDUCATION WEEK**

Event to raise awareness about importance of computer science education and computing's role in society

WHAT: [EXPLAIN EVENT USING DESCRIPTIVE LANGUAGE THAT WILL HELP PROVIDE A VISUAL FOR THE MEDIA]

WHO: In [CITY], the following individuals are joining computer science education advocates to celebrate CSEdWeek.

- [VIP]
- [VIP]
- [VIP]

WHY: Computing and computer science is a key driver of economic growth and societal change and many of the most exciting and best paying jobs in the STEM fields right now require knowledge of computer science while far too few students have the opportunity to explore the field or take engaging and rigorous computer science courses. Computer Science

COMPUTER SCIENCE

Education Week

WWW.CSEDWEEK.ORG

Education Week (December 4-10, 2011) recognizes the transformative role of computing and the need to bolster computer science at all educational levels. During this week we celebrate Grace Hopper's birthday, a pioneer in the field of computer science.

WHERE: **NAME OF LOCATION**
[ADDRESS]

WHEN: [DATE]; [TIME].

EVENT CONTACT:
[NAME, PHONE NUMBER, EMAIL]

PRESS CALL: [WHEN PRESS SHOULD ARRIVE, WHAT SORT OF VISUALS THERE WILL BE]
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