**CONTACT:**

Account person’s name

Organization or business

Email for contact

Phone number for contact  **MEDIA ADVISORY**

HEADLINE

Subhead if needed

**WHO:** Name of company and key participants.

**WHAT:** Describe what will be happening at the news-worthy event that should be covered by media. In addition to describing what will happen, it is always good to include key visuals that might encourage media to attend.

The second paragraph could include what the key visuals will be for media. This is also a good place to include links to photos or videos that might entice media.

**WHEN:** Date

Time range (usually no more than a two hour window)

**WHERE:** Name of location

Formal address

**WHY:** Explain why the organization does what it does. This could include information from the boiler plate.

# # #