

# MEDIA ADVISORY GUIDE

## What is a Media Advisory?

A media advisory is advance notice that you give to media outlets about an event they may want to cover (and which you want them to cover). It should be brief, no longer than a page and should usually be sent out between three and five days in advance of the event.

Below you will find the basic structure and content for a media advisory. If you have questions that are not answered in this guide, don't hesitate to get in touch with us.

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### Header:

#### Media Advisory (or Photo Opportunity)

This should be in big, and possibly colourful, letters at the top of the page, making sure someone at the media outlet knows to check it out. If your event happens to have a logo, you could include it at the top.

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### Main Headline:

eg. **Walk-a-thon for The Ottawa Hospital**

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### Main body of advisory:

**CITY, PROVINCE (DATE)** – This is where you seal the deal. In a few brief sentences, tell the media folks what the event is and why they should care. Always remember that the media will care about it being for a good cause, and you should definitely mention what that cause is, but they will also want to know if someone famous is involved, or if it will make for good pictures. The point here is to make journalists and photographers want to come to this event. If you have a personal reason for wanting to raise money for the hospital through this event, you may want to include it here.

**The five W's** – Again, the idea here is to make it as easy as possible for the media to attend. Even if you are repeating yourself, include this easy to follow list:

**Who:** Name the key (and/or famous) people who will be attending your event

**What:** Describe the event. Basically, your elevator pitch in one brief sentence.

**Where:** The address, as well as relevant parking information.

**When:** Date and time.

**Why:** Reason for the event.

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### Footer:

Always end your media advisory with the name and contact information of the best person for providing the media with details.

## 1 HEADER & YOUR LOGO HERE



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## MEDIA TIP!

Find a local reporter on social media and reach out!