

Media Advisory Format provided by the *Union of Concerned Scientists (UCSUSA)*

Getting media to come to your events isn't as hard as you might think it is. All you need is a short media advisory, and the time to make a few phone calls. Here's how:

1. **Write your media advisory.** A media advisory is a one-page, short notice about your event. It should contain 5 main components: **What:** one sentence saying what your event is; **Where and When:** the date, time, and location of your event; **Why:** This should be short, one-to-two paragraphs, about why you are holding this event; and finally **Who:** be sure at the end to include your name and contact information so the reporter can call or email you to ask for more details.
2. **Send your advisory to your local media.** You can usually find email or fax numbers for your local radio stations and newspapers on their websites. Look for the number for the main newsroom. If your event will look dramatic, don't forget to call your local television stations as well. Be sure to send your advisory out one-week ahead of time to give reporters time to get your event onto their busy schedules.
3. **Make follow-up phone calls.** The day after you send your advisory, you should follow-up with the reporters you sent your advisory to. Review the advisory and have it in front of you when making your calls.

http://www.ucsusa.org/action/media-coverage.html#.VIOBjL_dbm5