

~~How to Write a Press Advisory:~~ **PRESS ADVISORY OUTLINE**

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ORGANIZATION NAME/LOGO

Organization address
Organization phone number

PRESS ADVISORY

Date of advisory

For More Information:

Name of contact person
Phone number of contact

Catchy Headline:

(A quick line that explains what's going on—should be both attention-grabbing and informative)

Title

(Another sentence giving a bit more information)

A description of the event comes here – a brief synopsis of the **WHAT** and **WHY**. This should be about one paragraph long (the entire advisory should be no longer than one page). Be clear about what reporters can expect to take place at the event, but do not give too much information or else the reporters will not need to attend – they will already have the story.

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WHO: List here the speakers at the event or who is sponsoring it (always include titles)

WHEN: Date and Time

WHERE: Location of event – be specific and give good directions, you want reporters to be able to find it!

VISUALS: List here any photo opportunities, including creative costumes, backdrops or props.

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(Use this to mark the end of the release so reporters do not expect additional pages)