

A media advisory is used to alert media about an event and encourage them to attend and/or cover the activity. It should be sent out about one week before the date of your event to the assignment editor or planning desk of a TV or radio news desk, or the appropriate editor/reporter at your local newspaper. We have provided a template advisory for your use below, as well as a sample of an advisory for a Corps Community Day event. As appropriate, use your organization's letterhead or logo at the top of the advisory.

Template Media Advisory – Tailor this for your use (see Sample provided)

MEDIA ADVISORY

Contact: List 1-2 contacts who can be reached during and outside of regular office hours

Your headline should be attention-grabbing, describe your event, and have local appeal

HEADLINE GOES HERE

SUPPORTING HEADLINE GOES HERE

WHO: Name of event host(s)/participants

WHAT: Brief description of your event

WHERE: Location and street address, with any details if directions are difficult

WHEN: Date and time

WHY: Describe the need for your event and why you are holding it. What is the local issue you are addressing?

INTERVIEW OPPORTUNITIES:

- List the people who will be available for interviews, both experts and those who are participating in the event.

[Insert boilerplate language about the National Health Service Corps. Insert Web site for the NHSC.]

[Insert boilerplate language for your organization.]

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Sample Media Advisory

MEDIA ADVISORY

Contact: *Jane Doe, 555-555-5555 (mobile) or Jose Diaz, 555-555-5555 (mobile)*

CORPS COMMUNITY DAY OFFERS FREE HEART-HEALTH SCREENING, CELEBRATES MUCH-NEEDED HEALTH CARE WORKERS

NATIONAL HEALTH SERVICE CORPS BRINGS HEALTH CARE PROVIDERS TO LOCAL AREA, ANY TOWN CLINIC CELEBRATES WITH HUNDREDS OF OTHERS ACROSS U.S.

WHO: Any Town Community Clinic

WHAT: As part of “Corps Community Day,” sponsored by the National Health Service Corps (NHSC), members of Any Town are invited to a free heart-health screening. Any Town Clinic, a designated National Health Service Corps site, will provide free blood pressure readings, heart stress tests, and cholesterol checks. Local school children from Any Town Elementary and their P.E. teacher will lead a Get Moving exercise routine at 11:00 a.m. A “Cooking with Healthy Fats” demonstration by local chef, Bob Kale, will take place at 11:30 a.m. A free heart-healthy lunch will follow, thanks to Any Town Grocery Store.

WHERE: Any Town Clinic, 1566 Any Town Road, Any Town, Any State 62006. Please note that the clinic entrance is the green door on the 15th St. side of the clinic.

WHEN: Wednesday, October 12, from 10:00 a.m. to noon. Get Moving at 11:00 a.m. Cooking demo at 11:30 a.m. Free lunch at noon.

WHY: The National Health Service Corps (NHSC) is a Federal program that brings primary care providers to communities experiencing health care shortages, like Any Town. Corps Community Day will increase awareness about the importance of primary care around the country, as well as recognize the work of NHSC providers and NHSC-approved health care sites across the U.S., like Any Town Clinic.

Primary care medicine, like that provided by NHSC members, can help stop conditions like heart disease from becoming a major burden on the health care system by providing preventive care that tackles health problems before they get worse.

INTERVIEW OPPORTUNITIES:

- Dr. Mary Reed, Any Town Clinical Director, who has 25-years experience serving Any Town citizens.
- NHSC member and Nurse Practitioner Patricio Punto, who can offer expert advice on cardiovascular health.
- Local celebrity chef Bob Kale, who can provide healthy recipe tips.
- Citizens of Any Town, who are concerned about their diet and health.

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