

## Media Advisory vs. Press Release: *What's the Difference?*

	Media Advisory	Press Release
What is it?	An invitation to journalists to participate in an event that you organize — and prepare a story based on what happens there.	A pre-packaged story that you offer to media outlets to either run verbatim or edit as they see fit — <i>without</i> crediting you as the source.
What's Hard	You must organize an event!  You have to coordinate with participants to meet journalists' needs for background information, interviews, and photos.	You have to write a story and find photos that meet journalistic standards.  You may need to ghostwrite quotes for individuals and secure their approval to use them.
What's Easy	You don't have to write much.	You don't have to organize an event.
Your Competition	Breaking news that is higher priority than your story.	Media outlets often have their pick of press releases to choose from.
You Do Control	The date, time, and location of the event, as well as who is there for the journalists to talk to.	The story and photos you offer to the media outlet.
You Don't Control	The weather.  What participants tell the journalist.	How the media outlet edits your press release, and what additional sources they interview.

