

Checklist: How to Use a Media Advisory

A media advisory is an invitation to journalists to participate in an event that you organize — and prepare a story based on what happens there. The steps are:

1. Call local paper and ask who the appropriate contact is, ask how much lead time they prefer for events
2. Write press media advisory, using our template for inspiration
3. Have the District Manager review/proofread and approve
4. Email the media advisory to the appropriate contact at the paper, share with partners/PACD/electeds and their staff who represent the area
5. Call with 24 hours to confirm receipt

