Media Advisory vs. Press Release:

What’s the Difference?

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|  | 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 — *without* 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. |