

HOW TO WRITE A MEDIA ADVISORY



HOW TO WRITE A MEDIA ADVISORY

What is a media advisory?

A media advisory is a short (no more than one page) notice sent to journalists to invite them to cover an upcoming event such as a press conference, forum, or rally. It is typically distributed twice—first about 5–7 days before the event, and then again the day before as a reminder. A media advisory should be concise and no more than one page in length.

What is the purpose of a media advisory?

A media advisory provides reporters with the essential who, what, when, where, and why of an event. It's a quick-reference document designed to help journalists immediately understand the purpose of the event and decide whether to attend or cover it. The goal is to highlight what makes the event newsworthy and important, while giving reporters the practical details they need to take action—such as when and where to show up, how to get access, and who to contact for more information.

What is the difference between a media advisory and a press release?

A media advisory is a short notice that invites reporters to attend or cover a specific upcoming event, focusing on the essential details like who, what, when, and where. A press release, on the other hand, provides more context and background, giving journalists the facts they need to write a story. Think of the media advisory as the invitation, and the press release as the article that follows.

SAMPLE MEDIA ADVISORY

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Contact Information:

Zachary Crow
zachary@anthropocenealliance.org
[Phone Number]

MEDIA ADVISORY

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*Frontline Communities Rally
for Climate Justice and Heat Relief.*

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WHAT: The Anthropocene Alliance (A2) and Louisiana Grassroots United will hold a rally to demand urgent government action on the escalating heat crisis disproportionately affecting frontline neighborhoods. The event will feature speeches from community leaders, climate scientists, and activists.

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WHO: Speakers at the rally include Arif Ullah (A2 Executive Director), Dr. Kevin Lee (prominent climate scientist), Maria Sanchez (local activist), and Alex Taylor (city council member).

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WHEN: Tuesday, August 6, 2025
11:00 a.m. – 1:00 p.m. CT

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WHERE: Central Park Plaza
123 Green Street
City, State, ZIP

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WHY: As record heat waves intensify, frontline communities, especially low-income and people of color, are facing disproportionate health risks. This rally calls for community-led heat relief programs, expanded cooling centers, and stronger pollution controls to protect vulnerable residents.

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Anthropocene Alliance (A2) is the nation's largest coalition of frontline communities fighting for environmental protection. For more information, visit: www.anthropocenealliance.org.



SAMPLE MEDIA ADVISORY CONT'D

- 1 While not required including a logo in a press release reinforces brand recognition and lends visual credibility to the press release.
- 2 Include a media contact who is well-informed about the announcement, able to speak knowledgeably on the topic, and prepared to respond promptly to press inquiries or connect reporters with others who can provide informed insights.
- 3 Include the name of your event or a strong headline that clearly communicates the core message or purpose. Keep it short and specific.
- 4 The **What** section should include a brief, one-paragraph description of your event, outlining its main purpose and activities.
- 5 The **Who** section of a media advisory identifies the key people involved in the event—such as organizers, speakers, panelists, or notable attendees. It should include their names, titles, and any relevant affiliations or roles that make them important to the story. This helps reporters understand who they can interview or expect to see at the event.
- 6 The **When** section of a media advisory clearly states the date and time of the event. Include the day of the week to make scheduling easier for reporters, and mention how long the event is expected to last if relevant.

SAMPLE MEDIA ADVISORY CONT'D

- 7 The **Where** section provides the exact location of the event, including the venue name, street address, city, and any relevant room or floor details. If the event is virtual, include the platform (e.g., Zoom) and a registration or access link. Make it as easy as possible for reporters to find or join the event.
- 8 The **Why** section explains the purpose and significance of the event, why it matters and why the media should cover it. This is your chance to highlight the issue being addressed, the urgency or relevance of the moment, and the broader impact on the community or public. Keep it clear, compelling, and concise.
- 9 In a media advisory, the “####” (three pound signs or hash marks) are a traditional journalistic symbol that means “end of the advisory.” They signal to editors and journalists that there’s no more content beyond that point. It’s a standard practice, especially in the U.S., to prevent confusion or accidental inclusion of additional, informal notes or drafts.
- 10 Include a short “boilerplate” paragraph that provides concise information about the organization or organizations sending the press release.

CRAFTING YOUR ADVISORY

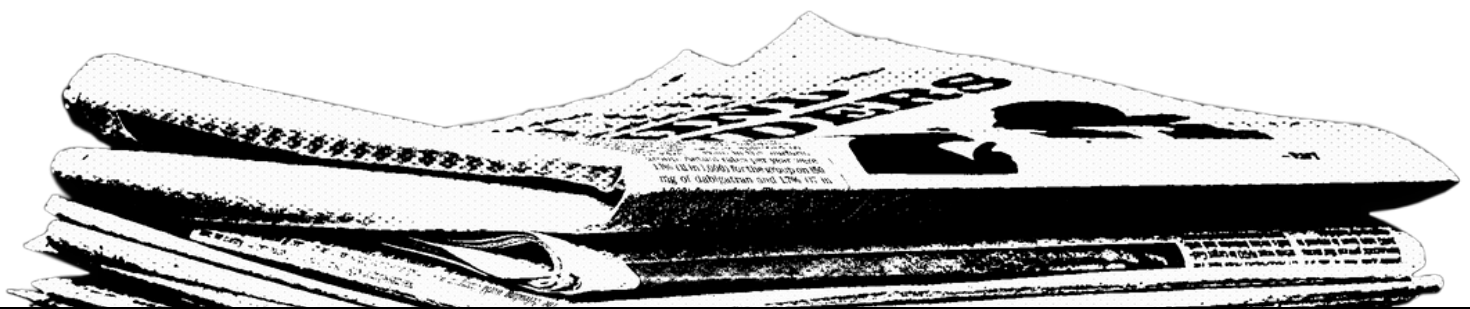
When writing a media advisory, think of it as a reporter's roadmap—brief, clear, and focused on why your event is worth covering. A strong advisory ensures the media arrives prepared to report your message accurately and effectively.

Keep in mind that some reporters may not attend the event but may still cover the issue. They will often reach out to the listed media contact, which underscores the importance of having a press release available and designating a contact who can speak knowledgeably about the issue and direct reporters to others who can do the same.

These should always include voices from impacted communities—people who are directly affected by the issue should be among the speakers at the event and on the list of sources the contact person can connect reporters with.

Media Advisory Template

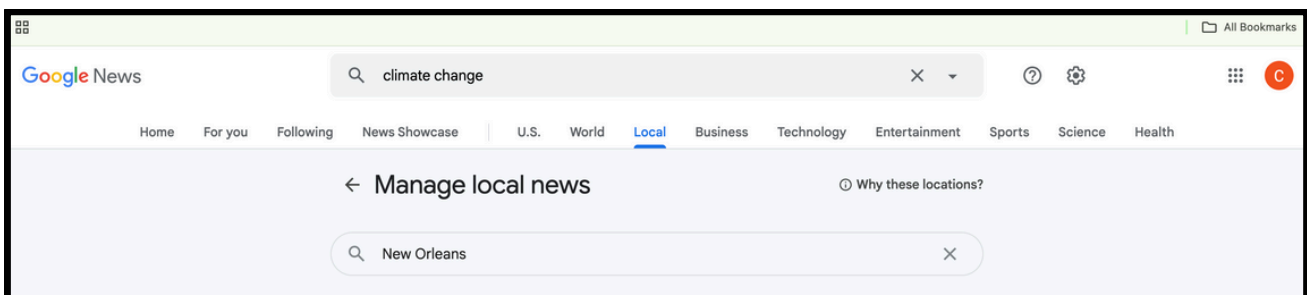
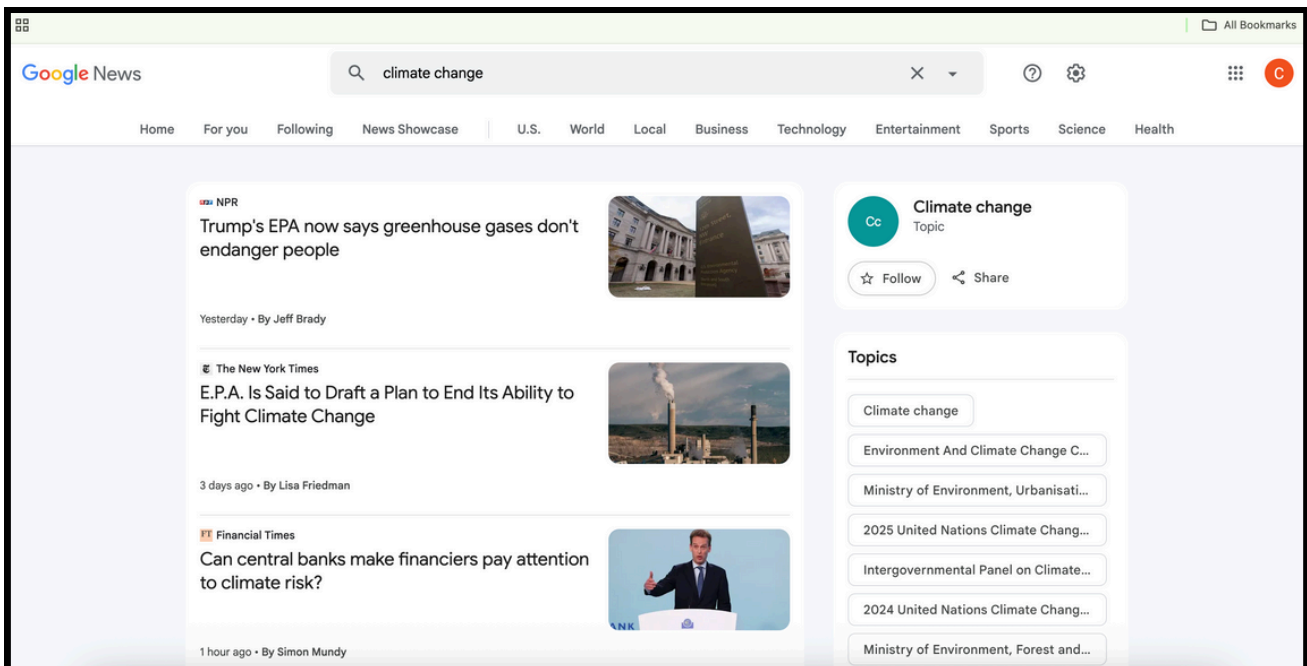
Use [this link](#) to download this template as an editable Google doc.



SENDING YOUR MEDIA ADVISORY

Build a Targeted Media List

Building a targeted press list is essential because it ensures your press release reaches the journalists most likely to care about and cover your story. Instead of sending your announcement to a generic or massive list, focus on identifying reporters who regularly write about your issue, industry, or geographic region. Start by researching relevant media outlets, then narrow your search using tools like Google News to find individual journalists by beat or location.



SENDING YOUR MEDIA ADVISORY CONT'D

Targeted Media List Template

Use [this link](#) to download an editable Google sheet that can be used for creating a targeted media list.



Cultivating Relationships

In addition to building this list, groups should start cultivating relationships with local reporters well in advance of any actions, announcements, or events. Developing these connections increases the likelihood that the reporter—or the media outlet they work for—will be interested in covering your story, attend your event, and provide more in-depth and accurate reporting. Personal outreach, such as introductory emails, phone calls, or informal meetings, helps establish trust and familiarity, making it easier to pitch your news when the time comes.



SENDING YOUR PRESS RELEASE CONT'D

Craft a compelling subject line and personalized pitch

Your subject line is the first, and sometimes only, thing a journalist sees, so it must be sharp, specific, and compelling. Avoid vague phrases like "Media Advisory" or "Big News." Instead, highlight the newsworthy angle in just a few words. For example, rather than writing "Environmental Justice Rally," go with "Frontline Residents Host Climate Justice Forum Ahead of City Council Vote."

Once you have their attention, your email pitch should be short, personalized, and relevant. Get straight to the point in the first sentence.

Include a link to your media advisory or attach it to your email, and close with an offer to provide quotes, visuals, or interviews upon request.

Choosing the best time to send

It's best to send your initial media advisory 5 to 7 days before the event to give reporters enough time to plan coverage.

The time of day also plays a crucial role. Research shows that the best days to send media advisories are Tuesday through Thursday, ideally between 10 a.m. and 12 p.m. This window aligns with when journalists are most likely to check their inboxes and plan their stories.

Avoid sending releases late on Fridays, over the weekend, or during major holidays, when pitches are more likely to be overlooked. If your news coincides with a big event or holiday, make sure it's directly relevant, otherwise, it's best to wait for a quieter moment.

SENDING YOUR PRESS RELEASE CONT'D

Follow Up with Journalists Respectfully

A follow-up the day before your event is generally considered appropriate. Keep your message brief, courteous, and helpful.

Example: "Hi [Journalist's Name], just checking in to see if you received the media advisory I sent about tomorrow's [Event]. I'd be happy to share more details if you're interested in learning more or attending."

Avoid sending repeated messages too quickly or sounding pushy, as this can damage your credibility and relationship with the journalist.

