MEDIA ADVISORY

Date

Headline

WHAT

• Name of activity. Best results if it’s kept to one or two activities or programs

WHY

• Specific needs the activity is meeting

WHO

• Department, staff, individual working to meet the need and/or the client population being served.

HOW

• The manner in which the activity is accomplished: online, over the phone, social-distanced activity. Also, if there was an incident or specific event (beyond the pandemic closures) that led to the activity.

CONTACTS

• List staff who are willing and allowed to talk to the media by your agency protocols; include ample contact info.
• List clients who are willing to talk to the media. Or include a testimonial statement from them, with their permission that it can be used in the media, social postings, etc.

ABOUT BOILER PLATE

• A paragraph describing your organization, the number of clients, services and the staff size.