

AGENCY LOGO HERE

MEDIA ADVISORY

CONTACT
Name, Title
Email Address
Phone Number

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.