

SAMPLE MEDIA ALERT

Date: month/date/year
Contact: Contact Spokesperson name,
###.###.####, or email



MEDIA ALERT

HEADLINE (event title)

WHAT:

Brief explanation about the event

WHO:

Who is going to be at the event

WHEN:

Include date (day, month, year) and time, or range of date and time

WHERE:

Address, building, city, state, zip code; provide parking address if necessary

PHOTO/INTERVIEW OPPORTUNITIES:

Who will be available for photo/interview opportunities at the event

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(signifies the end of the release)