

Media Advisory or News Release

A media advisory is used to alert the media about an upcoming event or news story. A news release is used to communicate the news story itself.

Use a media advisory to alert the media of the time, date, place and reason for your event (e.g., TD Summer Reading Club Launch Ceremony). The media advisory should be sent out one week prior to the event.

A news release is issued the day of your ceremony to communicate all of the details, including who should participate, how the program works, etc.

MEDIA ADVISORY

Attention: Assignment editor, PSA editor

FOR IMMEDIATE RELEASE (INSERT DATE)

(NAME OF SPECIAL GUEST) PARTICIPATES IN
(YOUR EVENT) AT (YOUR ORGANIZATION)

The ***(NAME OF LIBRARY)*** will launch the TD Summer Reading Club 2009, “***Agent 009,***” with a presentation by ***(NAME OF SPECIAL GUEST)***. Children ages 12 and under are invited to hear readings and participate in ***(LIST OF ACTIVITIES)***.

What: ***(NAME OF SPECIAL GUEST)*** will launch the TD Summer Reading Club at ***(NAME OF LIBRARY)*** with children ages 12 and under.

Who: ***(NAME AND TITLE OF SPECIAL GUEST)***
(NAME AND TITLE OF OTHER GUESTS)
(NAME AND TITLE OF LIBRARIAN)

When: ***(DATE AND TIME)***

Where: ***(ADDRESS)***

All participants will be available for interviews following the event.

**For additional information or to schedule an interview contact:
(*NAME OF CONTACT, PHONE NUMBER AND EMAIL ADDRESS*)**