**How to use this template:**

* Click on the gray fields below.
* Enter the information described in each field. The font/formatting is preset, so all you need to do is type.
* Once the text has been proofread and finalized, copy and paste it into the body of your email. Do not send out press releases as attachments.
* DELETE THESE INSTRUCTIONS BEFORE COPYING/EMAILING.

**­­**

**MEDIA ADVISORY**

**Media advisory title: Use title capitalization (Capitalize Nouns, Verbs, and Other Words That Have Four or More Letters)**

***Optional subtitle: 1 sentence only; use regular sentence capitalization but DON'T add a period at the end***

|  |  |
| --- | --- |
| **WHAT:** | Event info: Include goal of event and programming details. Lay out what happenings reporters can expect, including any striking visuals. Keep this to one or two paragraph, with two or three sentences each. |
|  |  |
| **WHO:** | Expected attendees: I.e., 300 Bay Area activists and members of Indivisible SF. Remember to hyperlink to your website!  One- to three-sentence boilerplate description of your group that includes your overarching mission and main strategy, plus any significant numbers or notable facts. |
|  |  |
| **WHEN:** | Date: Write out the month and include the year  Start time to End time  \*Tip: If your event has multiple or moving locations, like a rally followed by a march, note the anticipated start times of each portion here. (This will help reporters who are arriving later locate you.) If not, delete this field. |
|  |  |
| **WHERE:** | Name of building or space, if applicable  Address: Include city and zip code |
|  |  |
| **WHY:** | Purpose of event: Talk about why the issue at hand is important. This is a good place to include brief statistics if you have them. |

**Media Contact:** For interviews, photos, or additional information, please contact Full name at Email or at Cell #.

***\*Note about hyperlinks:*** Hyperlinking means attaching a link to certain words in a sentence, rather than pasting the whole URL into the body of the text. For example —

Indivisible SF is part of a nationwide movement that’s rooted in the principles of the Indivisible Guide (https://www.indivisible.org/guide/).

Indivisible SF is part of a nationwide movement that’s rooted in the principles of the [Indivisible Guide](https://www.indivisible.org/guide/).

In the second example, the words “Indivisible Guide” is hyerlinked. This is preferable because it keeps the text short and allows the reader to simply click on those words to get to the site (instead of having to copy and paste the URL into their browser).

To add a hyperlink, highlight the words that you want to anchor the link. At the top of Word, go to Insert > Hyperlink, then paste in the URL and click OK.

REMINDER: DELETE THIS RED TEXT BEFORE COPYING/SENDING