



Media Advisories and Media Releases

1) **Media Advisories** are used to announce an upcoming event.

Media Releases are "released" on the day of your event or on the day you want to make your announcement.

2) **Media Advisories**

- Announce an upcoming event.
- Are short (one page), snappy and to the point.
- Are designed to arouse interest.
- Should be mailed to TV news planners and news directors, radio news directors, city desks, pertinent beat reporters and editors two to three days prior to your event and followed up with a phone call one day before your event.
- Should be placed on the PR Wire the day before and the day of your or event.
- In cases of short notice, media advisories should be faxed to news directors and city desks and followed by a phone call.

3) **Media Releases**

- Are given to the media at your event or when you want to make an announcement.

- Are written as a news story would be written, but from your point of view
- Should be 2-3 pages in length
- At events, media releases are usually part of a press packet which contains additional information and background material.
- But they can also be released on the PR Wire without holding an event or can be given to selected reporters only when seeking a feature or other non-hard news story.

4) **Both Media Advisories & Media Releases...**

- Must contain who, what, where, when and how — Put these elements in the order that best tells your story, but they all must be there.
- Must be neat and easy to read.
- Must be on your stationary.
- Must list a contact person and a number where he/she can be reached. Make sure there will actually be someone there to take the call who can talk about the issue.
- Must be dated.
- Must tell when the material is available for release: either "For Immediate Release" or "Embargoed Until (date)."



Elements of a Media Alert

Date

Letterhead

Optional Release Info: Required if you have hot information and want to hold publication to a certain time and date

Headline with over-line (for more info) Should be the largest type on the page.

5 W's and H- Items-- in order of importance

Media "mission-statement"-- should be on every media release

Day and night phone numbers required. This could be assigned to night shift reporter

Good Works, Inc.
1212 S. 56th St. • Upscale, CA 76109 • 761-555-5000

June 26, 1998
For Immediate Release

Contact: Sheila Fox: 555-444-3333
(evenings) 555-444-3332

Expanding the American Dream
Help Offered for New Home Buyers

What: A new, expanded counselling program for prospective home buyers of new affordable "American Dream" housing for low- and moderate-income families.

Why: Moderate and low-income families, once priced out of the home-buying picture, have dramatically new and different housing opportunities in reviving areas of the city's west side.

Where: Good Works headquarters, 1212 S. 56th St.

When: 10 a.m.-5 p.m., Saturdays in July—5, 12, 19, 26

How: Good Works, Inc. is doing what they said couldn't be done: it has developed single-family housing that low- and moderate-income families can afford to buy and maintain at salaries of \$30 to \$60,000 a year. Forty homes are being completed in Jonquil Terrace, a new community built on what were once rubble-strewn vacant lots on the west side.

Who: Good Works also runs the city's largest and most respected counselling program to help find and prepare buyers for these homes. The construction is the result of a creative partnership that includes: Aetna State Bank, the city's housing department, St. James Episcopal Church, and Housing Partnership, Inc.

Good Works Inc., a 10-year-old community-based nonprofit housing developer, purchases, rehabilitates, and constructs single-family homes in developing areas of Upscale. Through rigorous, respected business practices and close contact with community residents, it is turning affordable housing from a slogan and distant dream into a practical reality.



Community Media Workshop

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Date: Today's date
For immediate release

Contact: Your name
Your phone
Youremail@aol.com

THE HEADLINE FOR YOUR RELEASE GOES HERE

This line isn't necessary, but can be used to add some zip to your headline

YOUR TOWN, State - The absolutely most important item, the reason why we're all gathered together, is written here: Be brief, be catchy, be accurate.

Explain your lead sentence in the next two paragraphs: ALWAYS emphasize why this is important to people or how it will impact people.

Quote someone

"This quote should be written in a way that people actually speak. It should be no longer than two sentences and should be included in the talking points for the event," said Your CEO/ Chairman/ Mayor.

Write a transition paragraph that explains why everyone else is here today. This is a good time to identify the partners/ donors/ elected officials joining you today.

Add a quote from them.

You can add another paragraph about the program or provide a timeline for the project. Start wrapping up the release now.

Include your mission statement here.

If you have a web page, put the address here.

(Please note: Tell the reporters that you have a chart/ graph or map/ drawing of the project or copy of the report for their information. Do it at the bottom and put it italics.)

Rev. 1/99

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Assessing Our Releases

1. **Is it a compelling story?** Is it addressed to the concerns and needs of readers (helping their lawn) not just those of your client (selling your grass seed) ?
2. **Is it a story?** (Stories depend on conflict. Business as usual is not a story) Does it involve real people, places, events, conflicts, challenges, successful struggles?
3. **Is the lead sentence engaging, clear and seductive?**
4. **Is the language clear and concise?**
5. **Is the format attractive and complete?** Does the headline inform as well as entertain?
Do you include contact numbers? Is it too busy? Too dull?

TOTAL P. 02

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The Human Relations Foundation of Chicago

A supporting organization of The Chicago Community Trust

222 North LaSalle Street
Suite 1450
Chicago, Illinois 60601
312.456.7745
312.456.7750 FAX

DATE: August 19, 1998
FOR IMMEDIATE RELEASE

CONTACT:

MEDIA ALERT

WHEN:

Thursday, August 20, 1998
8:30 a.m. - 11:30 a.m.

WHERE:

Chicago Athletic Association
12 S. Michigan Avenue
Crystal Room

WHAT:

"The Changing Face of Chicago and the Nation"
This panel presentation on race relations and immigration will be followed by an opportunity for participants to dialogue in small groups about human and race relations issues specific to both immigrants and the communities they join.

WHO:

The Human Relations Foundation of Chicago and The Women's Bureau of the U.S. Department of Labor invite community leaders and local agency representatives to participate.

HOW:

Sid Mohn, President of Heartland Alliance, will moderate the panel, which will include: Robert Gee, Assistant Secretary for Policy & International Affairs, U.S. Dept. of Energy; John Trasvina, Special Counsel for Immigration Related Unfair Unemployment Practices, US Dept. of Justice; Erku Yimer, Executive Director, Ethiopian Community Association; and Ali Abunimah, Board Member, Arab American Action Network.

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MEDIA ALERT

- Sunday Assignment

Press Conference

Sunday, July 20 at 1:30
At MERIT Music Program
47 W. Polk Street
Chicago, IL

Contact: Julie Abrams or Dawn Bowmaster 312-786-9428

Featured Speaker: Senator Richard Durbin

"MERIT is a local organization which is an example of the importance of the NEA"
- Senator Richard Durbin

The MERIT Music Program to receive \$200,000 from the
National Endowment for the Arts
for MERIT endowment supporting their
Tuition-free Conservatory serving Chicago Children.

- Largest NEA grant to a Chicago area organization this year...other grant recipients include Lincoln Center for the Performing Arts, Inc. - New York, NY, American Symphony Orchestra League - Washington, D.C., Cultural Arts Council of Houston
- Recent attacks on the NEA don't tell the whole picture - safe haven and hope for the future for thousands of inner-city children.
- NEA funding changes the lives of almost 4000 Chicago children involved in MERIT Music Program.
- Chicago citizens have a right to know what the direct impact of slashing the NEA will have in their own back yards.
- Tuition-free Conservatory provides high quality music instruction through an intensive, structured curriculum in a music-school setting.
- Supportive community a second home for many of the participants.
- Conservatory's racial and economic diversity example of how the arts break down barriers and can begin to solve the great problems of today's rampant "hate crimes" and discrimination.
- 100% of Conservatory seniors graduate from high school and go on to college.
- Graduates attending Juilliard, Curtis, Eastman, Harvard, Northwestern and other wonderful schools.
- 23 Conservatory students on full scholarship to summer camps including Interlochen Center for the Arts.