News Release and Media Advisory

Reporters spend an average of seven seconds looking at each press release that crosses their desk. Knowing what to say and how to say it could get you the coverage your issue needs.

**ADVISORY**
A media advisory is an abbreviated news release designed to get reporters to an event rather than tell them the whole story. It must contain just enough information about the event to pique the curiosity of reporters. In order to get TV coverage, it is imperative to entice the media with the incentive of a stunning visual presentation. Hold your event somewhere visually interesting.

Include in the advisory the “who, what, where, and why” of the story. A contact name and phone number, the names of the organizations or individuals involved, and the time of day and place (including directions if necessary) are essential to include in your advisory. You may want to alert the reporter that there will be good camera opportunities.

**THE NEWS RELEASE**
Writing a good news release is an integral part of getting the media to cover your story. So many news releases cross a reporter's desk each day that an average of seven seconds is spent with each one. The one you create should be stylistically appealing, professional, and contain no errors. A good press release is designed to deliver your message to the general public in a concise and provoking manner.

Quotes are one effective and creative means to achieving this goal. Quotations and reaction statements add color, because they are the only acceptable way to use subjective language and exclamations. Intersperse paragraphs that include quotes with ones that do not. It is also perfectly acceptable to quote yourself. Provocative, informative quotes are important instruments to use when creating your press release.

The inverted pyramid style is often used when developing press releases to present the most important information of the story at the beginning of the release. This is done because many people read the first paragraph of a story only. Also, if the release is too long for the space available, the editor will cut paragraphs beginning with the last one.

Like a media advisory, a press release must be in a certain form:

- Logo, preferably letterhead, or heading
- Date of issue
- Release date (“immediate,” or A.M. and P.M. with a date)
- Contact name and phone number

Make sure your release has:

- A succinct and informative headline
- Consistently indented paragraphs--five spaces
- Double spaced lines
- One and a half inch margins
Local National Audubon Society Chapter
Holds First Annual Festival Canoe Race
Hundreds of people will converge today on the Anonymous River in Oldest Refuge, Washington to celebrate the Refuge’s 80th anniversary by holding its first-annual 15-mile canoe race from any port to any place.

“It feels great to get out and participate in this awareness-raising event. Not many people know about our National Wildlife Refuge System, and this canoe race pulls in outdoor enthusiasts from all over the area,” says Betty Birder, Oldest Refuge Manager. “Oldest Refuge is truly in need of support.”

Oldest Refuge is part of a nationwide network of National Wildlife Refuges, which consists of 93 million acres extending from Florida to Alaska. If interested in volunteering at Oldest Refuge call 456/789-0123.

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And remember:
• When a release runs more than one page, head each page with a shortened version of the headline.
• For a release running more than one page, use the word "more" at the bottom of each page.
• There are two ways to mark the end of the release. (-30- or ###)

MEDIA ADVISORY

WHO: Speakers, titles, affiliation
WHAT: An exciting, brief description of event
WHERE: Location
WHEN: Time, day, and date.
DETAILS: One to three sentences of background information, and other descriptors.