

*Insert your organization's logo or letterhead*

**Contact Name**  
**Contact Phone**  
**Number Address for the Event**

## **MEDIA ADVISORY**

*Insert Catchy One-Line Headline or Name of Event in Italics*

**WHAT:** [Insert brief, one-paragraph description of your event and significant participants]

**WHO:** [Add full names of speakers and other relevant persons of interest to the media]

[full name and title]

**WHEN:** [Insert date] [Insert time]

**WHERE:** [Add location]

[full name and title]

**WHY:** [Give reason for event taking place. Cite local statistics, too, if relevant and available]

**HOW:** [For interviews or additional information please contact [Insert full name, telephone number, and email address.]

*\*If there is a good photo or video opportunity at your event, insert a note about it here.*