

** MEDIA ALERT **

CATCHY HEADLINE

Short introduction paragraph that does not give all the details but refers to the general purpose of the alert. What are you alerting about and why should the media care? Remember – exhibit the mutually beneficial aspect. The media need to feel as if you are giving them a valuable piece of information or access to something special.

W/H 1: Who, What, When, Where, Why or How is most important?

W/H 2: Which is 2nd most important?

W/H 3: Which is 3rd most important?

W/H 4: Which is 4th most important?

W/H 5: Which is 5th most important?

W/H 6: Which is 6th most important?

MEDIA CONTACT: Contact Name

Contact Phone Number

Contact Email

Outside of regular business hours (M-F, time-time), please

contact via Phone Number and/or Email

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^{**}Remember, find a way to include not only who is sponsoring/hosting the event, press conference, etc., but notable individuals/businesses that will be in attendance, notable individuals who will be available for interviews and special photo opportunities.