

Just the Facts: Write an Effective Media Advisory

A media advisory is a brief, one-page notice that alerts the media to an upcoming event. Sending a strong media advisory before a press conference or public event can entice and encourage reporters to publicize the event and your efforts around the Plan A campaign.

MAKE SURE YOUR ADVISORY IS NEWSWORTHY. Only send out an advisory when you have a compelling event to announce. For daily publications, send the advisory via email and/or fax three to four days prior to the event. For weeklies, send the information a few weeks ahead. And for all media, follow up shortly before the event. (For more information, see *Maximize Media Attendance*.)

CHOOSE A COMPELLING HEADLINE AND DEK (SUB-HEADLINE). A media advisory needs a strong, attention-grabbing headline and dek that offers additional information that will convince a reporter to cover your event.

USE THE LEAD (LEDE) TO INTRODUCE YOUR EVENT. Immediately following the headline and dek, but before you give the event details, include a one- to two-sentence paragraph that introduces your event and explains why it is newsworthy. Are you launching a new, innovative, or pioneering program? Is there a local or national celebrity involved? Are you delivering a petition with 3,000 signatures to a policymaker? In the lede, highlight the most important feature of your event (the why), and who is behind the event (your NCJW group, a coalition around Plan A, etc.). If you choose, you can also include a quote from your lead spokesperson. Do this only if it enhances the appeal of your event by sharing a key, newsworthy detail.

HIGHLIGHT THE EVENT DETAILS. The rest of your advisory should clearly lay out the details of your event, including what is happening, when, and where. Follow up with a list of speakers or any other key details.

USE LETTERHEAD AND BOILERPLATE TEXT TO IDENTIFY NCJW'S PLAN A CAMPAIGN. Consistent use of letterhead and boilerplate text* (short text at the bottom of an advisory that describes NCJW and the Plan A campaign) will help journalists know the source of the advisory. It will also save valuable space in the body of the advisory.

ALWAYS INCLUDE CONTACT INFORMATION. Near the top of the release, include a name, phone number, and email address of a person whom a reporter can easily contact for additional information.

* **PLAN A BOILERPLATE:** Plan A: NCJW's Campaign for Contraceptive Access aims to secure and protect access to contraceptive information and options. A community-based, proactive national campaign, Plan A is firmly rooted in the belief that such access is essential for women's well-being and equality. Additionally, restrictions that seek to impose one religious viewpoint on everyone jeopardize the constitutional guarantee of religious liberty. Plan A empowers individuals and groups to take action for contraceptive access.