

Media Advisory Template

FOR IMMEDIATE RELEASE

July 26, 2007

Contact:

Name

XXX XXX XXXX¹; name@emailaddress.org

National Council of Jewish Women

Sample Section

Street Address

City, State Zip Code

Media Advisory for Date, Time²

STRONG HEADLINES CAPTURE MEDIA ATTENTION³

NEW RESEARCH REVEALS REPORTERS RELY ON DEK FOR KEY INFORMATION⁴

City, State — **The first paragraph is the lede.** In one to two sentences, introduce the event and highlight its most important feature to demonstrate why it is newsworthy.

“A quote here can explain the purpose of the event,” said Jane Smith, president of the National Council of Jewish Women Sample Section. “It may also offer a preview of what will happen and needs to focus on adding key details that will sell the event to reporters.”⁵

What: Name of event

Followed by a brief description if necessary

When: Date and time of event

Where: Location

Include directions and parking and public transit information here if needed

Speakers: Speaker name, Organization

Speaker name, Organization

####⁶

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.⁷

¹ Include a 24-hour phone number, e.g. a cell phone.

² List the date and time of the event.

³ The headline should be no more than 12 words. Use bold font, 2–3 points larger than body text.

⁴ The sub-headline (or dek) should be no more than 15 words. Use bold font, 1 point larger than body text.

⁵ This quote is optional — include it only if it will help convince a reporter to attend.

⁶ These marks indicate the end of the media advisory.

⁷ Plan A Boilerplate