

Sample Media Alert

Contact:

Name

Email

Telephone

FOR IMMEDIATE RELEASE

Month XX, 2017

Headline: One attention grabbing sentence that alerts media to your event.

Example: More than 300 Local Parents Race to Raise Money for Global Vaccination

Subhead: One sentence that compliments the headline and provides more detail.

Example: Americanville Parents Set to Raise \$1000 for Children as part of Shot@Life Campaign

What: Give a brief overview, no longer than a paragraph, describing your event.

Example: Americanville parents are gathering this Tuesday to participate in a 5K Fun Run to raise money for childhood vaccines. The event, hosted by Mayor John Doe, will feature activities for children, information about global vaccination from the United Nations Foundation Shot@Life campaign, and opportunities for the community to get involved and support this global cause.

Why: Why is this event important for global vaccination and for local community?

Example: Every child should have a shot at life. Unfortunately, 1.5 million children die every year from preventable diseases like pneumonia, diarrhea, measles and polio. By expanding access to vaccines, we can help save a child's life every 20 seconds. Race organizers hope to raise \$1,000 for the United Nations Foundation Shot@Life campaign which works to protect children in developing countries from vaccine-preventable diseases.

When: Provide the date and start and end time for your event.

If your event lasts more than a few hours it would be helpful to provide a 2-3 hour time window that would be the best time for media to attend. Choose a window where there will be a lot of activity - visuals to capture and spokespersons to interview.

Example:

Tuesday, February 18th

Registration opens at 10AM

Race Start time 11AM

Award Presentation at 1:30pm

*best time to attend 11AM-1:30PM

Where: Location for your event - be specific!

If you are in a larger venue provide specific instructions about where your event will take place.

Example:

Northwest Kansas Children's Museum
1154 Main Street
Americanville, KS 12345

Race will begin in the west side parking lot and follow Main Street to 1st Street concluding in the west side parking lot.

Who: Who can journalists speak to at your event?

If you have individuals with name recognition in the community specifically list them, i.e. the Mayor, your local Congressional representative, etc. For less name recognizable individuals, but equally important speakers, list them out along with their title. For larger groups and general supporters it is helpful to quantify how many people will be there along with their affiliation.

Example:

John Doe, Mayor of Americanville
300+ Americanville Parents and children
Shot@Life Volunteers

More: Any items that may not fit into the above categories.

This could be who to contact regarding parking vouchers, what to do in case of rain, instructions for obtaining a press pass, etc.

Example:

Parking is free and available along First and Main streets as well as in the east side parking lot of the Museum. Event will be held rain or shine.

For more information about Shot@Life visit www.shotatlife.org

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