

Media Alert Template

Media alerts are sent out either in lieu of a press release, or in addition to a press release. If sent out in addition to a press release, they are generally sent out much closer to the event date. You may notice that media alerts are formatted much like an invitation. This is because media alerts are used to notify the media of upcoming events that reporters, photographers or film crews may wish to be present for.

For Immediate Release

***** MEDIA ALERT *****

***** PHOTO OPPORTUNITY *****

[Headline Goes Here, Initial Capped, Bold and Centered]

WHAT: [A brief description of the event goes here]

WHO: [Key players in event]

WHEN: [Date, day of week, and start and end times of event]

WHERE: [location and address and site location go here]

BACKGROUND: [Additional background about event goes here (if necessary)]

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For more information, contact:

[contact information goes here]