

[Your Contact Information  
Name  
Email  
Phone Number]

FOR IMMEDIATE RELEASE



## [Media Alert Template and Tips]

### **MEDIA ALERT**

**[Catchy Headline that Separates Your News from All Else]**

***[Sub headline that further explains your topic]***

[The What: Succinct first intro sentence or brief paragraph that sums up information and engages reader. ]

[The Who: Summary paragraph that provides general information on your organization, event or topic to bring the reader up to speed.... key main facts]

[The Why: why does this matter, why is it relevant...main ideas. Keep brief, use visual builders- you are creating a framework for why your content is relevant and worthy. 2-4 sentences]

[The How: 2-5 sentences on how your business, service, event, topic etc. answers a need, is relevant and is important to share].

[The When: describe when and how this event is occurring with specific information on dates, times, locations, tickets, relevancy, delivery format. Be brief – 2-5 sentences]

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[For more information contact....list names, titles, and email addresses, phone #'s and web addresses]

[include any video links to depict information or additional resource web addresses]

[TIP: Keep to One Page. Be informative. Create a visual without being overly salesy.](#)