



MOTHERS OUT FRONT

MOBILIZING FOR A LIVABLE CLIMATE

A media advisory is used before an event to inform the media about it and provide basic details.

It should be clear, short, and direct yet also enticing so press will know quickly what the event is and want to cover it.

***** MEDIA ADVISORY *****

MOTHERS OUT FRONT TO [***]**

Title should lead with “Mothers Out Front” and should quickly describe event. Title should be used as the subject line in the email to press.

[lead with a short paragraph that describes the event and why it’s being held]

WHAT: *Describe the event clearly and visually.*

WHO: *List any speakers or special guests especially those that will draw press interest.*

WHEN: *Day of the Week, Date, Time*

WHERE: *Location*

Provide street address and zip code

If location changes during the course of event, provide that information here including approximate time of location shift.

Contact:

Provide name, email and phone number of a contact who will be on-site and available to help press during event.

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