



MEDIA ALERT TEMPATE

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

**[INSERT HEADLINE, ALL CAPS, NO PERIOD]
STRAIGHT-TO-THE-POINT, CREATIVE HEADLINE**

**[Insert Sub-Head, Capitalize the First Letter of Every Word, Italicize, No Period]
*Insert Specific Program Fact(s)***

WHAT: Similar to the opening paragraph of a press release, you should summarize exactly what media need to know about your event. If a press release has also been written for the event/initiative, feel free to cut-and-paste text directly from the release.

WHO: Briefly list the person(s)/company(ies) involved in the event – e.g. notable speakers, national or local celebrities, national or chapter leadership, public/political figure attending the event, etc.

MEDIA OPPTS: Include any fun, interesting or unusual visuals that would entice a news crew to attend and shoot the event.

- Remarks/interview with [INSERT NAME], [INSERT TITLE]
- Remarks/interview with [INSERT NAME], [INSERT TITLE]
- Footage/photos of [INSERT NAME] interacting with [INSERT NAME]
- Footage/photos of [INSERT NAME] [INSERT ACTION]
- Sound bites from community friends and neighbors

WHEN: **[INSERT DATE]**
[INSERT TIME MEDIA SHOULD ARRIVE] *Note: this may not be the time the event starts, but the time the “action” happens OR when you anticipate there to be a “crowd.” If applicable, include period of time where spokesperson will be available for interviews.

WHERE: **[INSERT EXACT LOCATION]**
(Provide specific directions – e.g. cross-streets, special press entrance, security information, etc.)

CONTACT: [Insert Name]
(XXX) XXX-XXXX
[Email address]



MEDIA ALERT EXAMPLE

*** MEDIA ALERT ***

ROOM TO READ AUSTIN CHAPTER & BHATTACHARYA SAHA FAMILY HOSTS “*BOLLYWOOD NIGHTS*” EVENT IN HONOR OF AKASH BHATTACHARYA SAHA

Event to Celebrate Continued Commitment of Preserving Akash’s Memory by Providing Classroom Libraries to Children Across the World

What: Last April an Austin couple embarked on an inspiring fundraising campaign to establish libraries to honor their son, who unexpectedly passed away days after being born.

Arati Bhattacharya and Anu Saha responded to the tragic death of their newborn son, Akash, by finding hope and committing to give educational opportunities to hundreds of deserving children in his memory. Since then, the couple has raised more than **\$70,000** to establish **10 classroom libraries** in India, Nepal, Sri Lanka, and Vietnam through [Room to Read](#), an international non-profit focused on literacy and gender equality in education. They plan to build at least one additional library every year on Akash’s birthday.

In honor of Akash who would have turned one in April, the Bhattacharya Saha Family along with the Room to Read Austin Chapter will be hosting a “Bollywood Nights” event to celebrate their son and continue their commitment to making sure his memory lives on by providing classroom libraries to children living across the world.

Who: **Media Interviews Available with:**

- Arati Bhattacharya, Akash’s father
- Anu Saha, Akash’s mother

When: **Saturday, April 11**
7:00 p.m. – 11:00 p.m.

Where: The Clay Pit
1601 Guadalupe Street, Austin, TX 78701

Contact: Jacqueline Pezzillo
(415) 839-4401
jacqueline.pezzillo@roomtoread.org

WHEN TO DO A MEDIA ALERT:

- ☑ A media alert is written when you have something newsworthy or ‘exciting’ happening at your event – e.g. a charitable tie, celebrity attendees, unique and visual activity involving the public/children, etc. Media alerts should provide the who, what, when, where and why of an event, as well as any information on directions to an event site, interview opportunities, or visuals for television cameras.
- ☑ Media alerts should be driven by the visuals that a camera crew or photographer will be able to capture. Be sure to emphasize opportunities for visuals and craft your media alert to paint as vivid a picture as possible in order to entice media to attend.
- ☑ The following is a roadmap of when to send out a media alert:
 - **Newspapers/Magazines:** Print media should be invited up to two weeks prior to the event, and most editors/reporters will confirm attendance with the contact person you provide. Have a sign-in station at your event to capture the contact information of any expected and unexpected media guests.
 - **Television:** Because they are working against tight deadlines, most broadcast media will not confirm attendance until the day of your event. Send the media alert to them a week prior, and follow up the day before *and* the day of your event via phone and e-mail.