

In response to school requests for support in sharing out the great work being done at their schools, CSI has compiled this quick reference on media advisories (also known as media alerts), clarifying the purpose of and sharing practical strategies for creating media alerts to share with the local news media. If you have any questions or need assistance in developing media advisories, please don't hesitate to contact Amanda Oberg at 303-866-5193 or amandaoberg@csi.state.co.us.

What is a media advisory?

A media alert, or media advisory, is a brief announcement to the news media about an upcoming activity or event. The alert should include the five W's: who, what, where, when, and why. While a media advisory does not guarantee that reporters will attend your event (or subsequently write about the event), the media advisory is a useful tool that can increase your chance of media coverage.

When should a media advisory be created?

Media alerts should be created for any event that you feel may be newsworthy.

Examples include:

- When a high-profile individual comes to your school to present, teach a lesson, read to students, etc.
- When your school is hosting an event that impacts the greater community
- When public officials visit the school

What should be included in a media advisory?

Media alerts generally include the following information and can be sent within the body of an email:

- Heading detailing the most important information
- What the event is
- When the event will take place
- Who will be in attendance
- Why the event is being hosted
- Background information about your school (or link to your website)
- Contact person (email, phone) for reporters to get more information

A media advisory template is included at the end of this Quick Reference.

How far in advance should a media advisory be sent?

When possible, media alerts should be sent a week before the event, with a reminder sent the day before the event.

Who should a media advisory be sent to?

A media advisory should be sent to local news media contacts, with a specific focus on reporters who are covering education (or whatever your event may be about). For support in identifying local news contacts, please contact Amanda Oberg (contact information above).

Please also include AmandaOberg@csi.state.co.us in your list of media contacts as CSI would love to have a representative attend when possible and would love to include the event in its monthly School Highlights newsletter.

What should we do after sending the media advisory?

After you've sent out the alert, you'll want to be prepared to respond to reporters' questions. Have related information ready when reporters call, and be sure to share the media advisory with school staff (leadership, front office staff, etc.) so they know to direct any calls your way.

Make sure your spokespeople are prepared (and have seen your media alert) – it's also a good

Media Advisory Template

Include the following information within the body of your email:

WHAT: The Event or a Brief Description (Organization Announcing New Initiative to...)

WHO: Who is Speaking / Attending

WHEN: Date and Time

WHERE: Location of Event

WHY: Background information about the event, parts of the agenda that may be of particular interest, background information about the school including a link to the school's website or event flyer as appropriate

Contact Information: Press Contact (include phone number and email)