

Media Advisory: Share Your Events with the Community

Stay visible in your community by informing the media about your upcoming events. Sending out a media advisory three to four days in advance is a great way to communicate essential details to your media contacts. This document helps ensure they have all the necessary information about your event.

Why You Should Do It:

- **Visibility:** Keep your community informed and engaged.
- **Media Coverage:** Increase the chances of media attendance and coverage.
- **Effective Communication:** Provide clear and concise information about your event.

Tips for Success:

- **Send Early:** Dispatch your media advisory three to four days before the event.
- **Follow Up:** Check in the next day to confirm receipt and provide any additional enticing details.
- **Respect Preferences:** Pay close attention to the media preferences section of your state media contacts list. Follow guidelines on how and when to contact them, and respect any "don't call" instructions.
- **Mind Deadlines:** Be aware of submission deadlines to ensure timely communication.

By following these steps, you can effectively share your events and keep your community engaged and informed.