

CONTACT:

Community STD Organization
[Insert name of primary contact]
[Insert title of primary contact]
[Insert phone number of primary contact]

MEDIA ADVISORY

WHAT: A description of what the event is. Be creative here and start with something that will catch the reporter’s attention. Note that this sample event is for younger consumers but you’re inviting media to attend for coverage:

Have you ever asked a question about STDs only to get medical mumbo jumbo? Want to find out more about STDs but are afraid to ask? Come to the STD Forum hosted by XYZ organization to get facts and information in basic English. You’ll get information on STDs as well as what you can do to prevent getting one. You’ll also find out where to go for tests, and what tests are actually like. Test your knowledge by participating in interactive quizzes about STDs and sexual health. And we’ll have goody bags!

WHO: A list of who will be speaking and/or available for media interviews. Also include what they will be talking about and their expertise. For example:

Joan Smith, MD, MPH; XYZ Community Organization: Dr. Smith, better know as “Dr. Joan” will give an overview of how STDs are affecting XYZ city and will answer any questions related to transmission, prevention and testing. Dr. Smith is a well-known community activist in the field of sexual health, spanning 15 years of service to XYZ city.

John Smith, title, ABC Organization: Mr. Smith will be able to discuss how his organization is addressing STD prevention and testing needs and will be available to discuss these topics in greater detail. Mr. Smith has been the executive director of ABC organization since 1998. During his tenure, ABC has grown as a trusted community health center by expanding its offerings to include prenatal care, women’s wellness programs and STD testing.

WHEN: April 9, 2009
11:30 a.m. – 12:30 p.m.
Refreshments served from 11:00 – 11:30 a.m.

WHERE: Georgia World Congress Center, Conference Room A/B.
Seating and goody bags are limited, so please call XXX-XXX-XXXX to RSVP.

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