

A media advisory is used to alert media about an event and encourage them to attend and/or cover the activity. It should be sent out about one week before the date of your event to the assignment editor or planning desk of a TV or radio news desk, or the appropriate editor/reporter at your local newspaper. We have provided a template advisory for your use below, as well as a sample of an advisory for a Corps Community Day event. As appropriate, use your organization's letterhead or logo at the top of the advisory.

Template Media Advisory – Tailor for your use

FOR IMMEDIATE RELEASE: [RELEASE DATE]

MEDIA ADVISORY

Contact: *Jane Doe, 555-555-5555 (mobile) or Jose Diaz, 555-555-5555 (mobile)*

Contact: List 1 or 2 contacts who can be reached both during and outside of regular office hours

Your headline should be attention-grabbing, describe your event, and have local appeal

HEADLINE GOES HERE

Sample language could include: [Name of Organization/School] Celebrates Corps Community Day Awareness Event to Encourage Nation's Health Providers to Choose Primary Care

NATIONAL HEALTH SERVICE CORPS BRINGS HEALTH CARE PROVIDERS TO LOCAL AREA, [Name of Organization/School] CELEBRATES WITH HUNDREDS OF OTHERS ACROSS U.S.

WHAT: Brief description of your event.

Sample language could include: [Name of Organization/School] will host a Corps Community Day [type of event] event to celebrate the work of the National Health Service Corps members in [location] and highlight primary care careers. This event is just one of many events held nationwide as part of the fourth annual Corps Community Day, a national observance sponsored by the National Health Service Corps (NHSC).

WHO: Name of event host(s)/participants

WHERE: Location and street address, with any details if directions are difficult

WHEN: October 9, from 10:00 a.m. to noon

WHY: Describe the need for your event and why you are holding it. What is the local issue you are addressing?

Sample language could include: "Corps Community Day is an annual observance

celebrated each October since 2011 to raise awareness of the vital role of the primary care workforce. It is sponsored by the Health Resources and Service Administration (HRSA), within the U.S. Department of Health and Human Services (HHS). [Name of Organization/School] recognizes the impact of the National Health Service Corps in helping build healthy communities by increasing access to primary care in underserved communities. [Add local statistics or any other local information]

For more than 40 years, the National Health Service Corps has helped build healthy communities by supporting qualified health care providers dedicated to working in areas of the United States with limited access to health care. Corps Community Day raises awareness of the vital role of the primary care workforce. More than 45,000 primary care medical, dental, and mental and behavioral health professionals have served in the National Health Service Corps since 1970.

The National Health Service Corps removes financial barriers for clinicians and students interested in practicing a primary care discipline, enabling them to pursue a fulfilling, mission-driven, community-based career. Through the National Health Service Corps, primary care clinicians receive scholarships and loan repayment in return for committing to practice in areas of the country that have too few health care professionals.”

[Insert boilerplate language for your organization.]

INTERVIEW OPPORTUNITIES:

- List the people who will be available for interviews, both experts and those who are participating in the event.