COMMENT 1:
A media advisory is an official communication from your project, so it should be polished and professional without providing excessive detail. Just the facts! Hopefully, you’ve already done the legwork of reaching out to reporters and pitching them on your news story. The media advisory is intended to serve as one last, final reminder of what’s happening and when.

COMMENT 2:
You can put media contact information at the top or bottom of your media advisory, but make sure to include:
For Immediate Release
DATE
The name of your contact person
Their contact information (with email if they are not sending out the media advisory themselves)

COMMENT 3:
Obviously, catchy headlines and sub-headlines are better than boring ones! Try to use action verbs and, as appropriate, adjectives like "first," "biggest," "groundbreaking," etc. If your project can be quantified in some way (especially with impressive numbers), that is helpful to add as well.

COMMENT 4:
You always start off with marking the location.

COMMENT 5:
The media advisory should be as short and condensed as possible. You need to give the press the quick and dirty: who, what, when, and where. No quotations; no fluff!

MEDIA RELEASE
For Immediate Release
March 3, 2014
Contact: Kate Reutersward
[0] 202-555-1234

Media Alert *** Media Alert *** Media Alert

BRINGING PUBLIC HEALTH AND PRIMARY CARE TOGETHER

DE BEAUMONT FOUNDATION, DUKE COMMUNITY AND FAMILY MEDICINE, AND CDC LAUNCH PRACTICAL PLAYBOOK INITIATIVE

(Washington, DC) The de Beaumont Foundation, Duke Community and Family Medicine, and the CDC are launching A Practical Playbook: Public Health and Primary Care Together, a health care initiative to facilitate greater collaboration between public health and primary care in targeted health interventions. Founding partners at de Beaumont, Duke Community and Family Medicine, and the CDC are joined by NACCHO, ASTHO, the American Academy of Family Physicians, and the Institute of Medicine to discuss public health and primary care integration – how it works, what successes have been achieved, and the roadmap for effecting systemic change.

When implemented, Practical Playbook-style integrated public health projects are showing evidence of better management of chronic disease, reduced health care costs, and better population health outcomes.

WHAT: Presentations and panel discussion on public health and primary care integration
WHEN: 9:00 am on Wednesday, March 5, 2014
WHERE: National Press Club, 1st Amendment Lounge

WHO: Harvey Fineberg, MD, Institute of Medicine
James Sprague, MD, de Beaumont Foundation
Brian Castrucci, MA, de Beaumont Foundation
Lloyd Michener, MD, Duke Community and Family Medicine
Denise Koo, MD, MPH, Centers for Disease Control and Prevention
Jose Montero, MD, MHCDS, New Hampshire Public Health Services
Julie Wood, MD, FAAFP, American Academy of Family Physicians
Claude-Alix Jacob, MPH, National Association of County and City Health Officials