
Media Advisory Template for Bridge Access Program Partners

Overview

A media advisory is used to invite local reporters to unveil a new initiative, or to cover an event, such as a press briefing, community forum, or vaccine clinic. The example below shows how to present a timely, compelling, and newsworthy “pitch” with the necessary details for local media to attend a Bridge Access Program event. Send the advisory to your targeted media a week in advance and follow up with a reminder message the day before the event.

Media Advisory Template

[PLACE YOUR ORGANIZATIONAL LOGO HERE]

For Immediate Release (Or embargoed until XXXX)

Month Day, Year

For More Information, Contact:

Full Name:

Office #:

Cell #:

Email:

**[THE HEADLINE GOES HERE AND CAN BE UP TO FOUR LINES LONG, BOLD, AND ALL CAPS.
IT SHOULD CAPTURE THE READER’S ATTENTION.]**

[A subtitle may be inserted here for additional context.]

[CITY, STATE—Catch the reporter’s attention in the first paragraph with a clear and concise announcement of the event and enough data and background for the reporter to understand the importance of the Bridge Access Program. Include event details, such as what will be covered, who will be featured (if applicable), and why it is important to your community/audience.]

What: [Name of event]

Who: [Name, title, and affiliation of the event speakers (if applicable)]

When: [Date and time]

Where: [Location and address]

[Include a general description of your organization here.]

Visit cdc.gov/vaccines/programs/bridge for additional information about the Bridge Access Program.

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Hypothetical Sample Media Advisory

For Immediate Release

January 19, 2024

For More Information, Contact:

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BOOST 2024 WITH A HEALTHY START: FREE, UPDATED COVID-19 VACCINES AVAILABLE FOR UNINSURED & UNDERINSURED ADULTS

ABC County Health Department to Host Bridge Access Program COVID-19 Vaccine Clinic on Jan. 27

SAMPLE CITY, STATE—Stay healthy in the new year with a free updated COVID-19 vaccine offered through ABC County as part of the Centers for Disease Control and Prevention's (CDC) [Bridge Access Program](#). Through this program, adults aged 18 years and older who do not have health insurance or whose health insurance does not fully cover the cost of the updated COVID-19 vaccine at an in-network provider, can get a COVID-19 vaccine for free. There is no enrollment process and you do not need to complete an application to qualify for a free updated COVID-19 vaccine through the Bridge Access Program. Simply show up at the Sample City Library located in Sample City Shopping Center, between 10:00 a.m. and 2:00 p.m. ET on Saturday, Jan. 27, 2024.

What: Free COVID-19 Vaccine Clinic for Uninsured and Underinsured Adults

Who: Sample City Library

When: Jan. 27; 10:00 a.m.–2:00 p.m. ET

Where: Sample City Library
1234 Sample Drive
Sample City, State

As the local health authority, the ABC County Health Department's mission is to serve Sample City by promoting health and advocating for every individual's well-being in order to achieve health equity for all residents. In support of CDC's Bridge Access Program, Sample City is working with local program partners, health providers, and pharmacies to ensure uninsured adults can continue to access free COVID-19 vaccinations at thousands of locations across the United States.

Visit cdc.gov/vaccines/programs/bridge for more information about the Bridge Access Program and vaccines.gov for vaccine locations near you.

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