

Media Advisory Template

FOR IMMEDIATE RELEASE / EMBARGOED UNTIL [DATE & TIME]

Contact: [Name, phone, email]

Headline

Bold, benefit-driven statement.

Subhead

One sentence that adds context.

Body

- **Who:** [Organization + spokespeople]
- **What:** [Action/report]
- **When:** [Date + time]
- **Where:** [Location + livestream info]
- **Why:** Three bullet points tying the issue to urgency.

Visuals & Interviews

List available spokespeople, languages, b-roll links.

RSVP

"Reporters, please RSVP to [contact] to receive embargoed materials."