

## # 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."