



Publicity Tools: How to Write a Media Alert

A media alert is one of the easiest and most effective tools you can use to invite media and others to attend local AG Bell events in your community. The goal of a media alert is to quickly share details about a specific event. Media alerts list the “who,” “what,” “when” and “where” of your event, along with additional key information, such as directions.

A media alert can be appropriate in the following circumstances:

- You want to get your event listed in local calendar listings.
- The news is extremely timely and you need to get the information to the media as quickly as possible (e.g., a local AG Bell representative will be speaking about hearing loss issues at an upcoming health symposium).

A media alert is generally faxed or e-mailed to newsrooms or community calendar editors two weeks in advance. Media alerts are short and to the point – not more than one page. A media alert begins with the most important information (often the “what”) and then moves to the second-most important area (often the “who”) and so on.

After your heading, arrange the information as follows:

- **WHAT:** Describe the event.
- **WHO:** Talk about AG Bell and its role in the particular event. Or, list the people who will be attending or are invited to the event or activity (e.g., hearing loss experts).
- **WHEN:** Provide the date and time.
- **WHERE:** Include very specific location information, including street address, room number and directions, if necessary.
- **WHY:** Give the relevance: Why is this important in your community or to AG Bell?
- **HOW:** If applicable, provide information on how people can register, get involved, donate, etc.
- **MORE:** The last paragraph of every alert should include standard boilerplate language about AG Bell and your work in the community.

Attached to this document is a sample for you to use as a template when creating your own media alert.



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