



Canadian Interprofessional Health Collaborative
Consortium pancanadien pour l'interprofessionnalisme en santé

[Additional logo of second organization (if joint release)]

*learning to work together, working to learn together
apprendre à collaborer, collaborer pour apprendre*

Media advisory

[Date]

Canadian Interprofessional Health Collaborative

[Second organization]

ATTENTION: ASSIGNMENT EDITORS

PLACELINE – Media advisories should be short and sweet, with enough detail to entice the media, but not so much that they can write the story without bothering to attend the event.

Pay particular attention to helping the media get to the event if it's in an odd location, and give them all the info they need if there are parking problems, or accreditation is needed, etc.

The placeline should be the place where the event is taking place, to catch the eye of the local media.

If a dignitary (i.e. Premier, Minister, MP, etc.) will be attending or speaking, mention their attendance in the advisory (the media usually attend events with dignitaries to ensure they don't miss anything).

Usually the media should have 24 hours' notice of an event. However, there are times it may be more (if the event might take some travelling to get to, or if prior arrangements need to be made), or less (if the very fact of the media advisory being sent out will be a giveaway of what's going on).

Date: Day, Month Day, 2005

Time: XX a.m./p.m. (if it's on the hour, don't bother with the :00)

Location: [Place]

-30-

Contact: [add contact info here]

NOTE: It always a good idea to do media 'callbacks' after sending out an advisory requesting the media attend an event. Callbacks don't take long, but provide you with an opportunity to touch base with the local media, remind them of the upcoming event, and urge them to go. As you do more of these, the media will start to catch on, and become more and more receptive to hearing from you. Callbacks should happen the morning of an event, unless the event is before 10 am, in which case callbacks should happen late in the workday the day before.