LOGO

**MEDIA ADVISORY**

**Headline written in Downstyle**

WHO:

WHAT:

WHERE:

WHEN:

In one to two paragraphs, state additional information that provides the journalist with context. This section can be written in paragraph form or can be swapped for a “WHY” category.

The final sentence of a media advisory should direct media members to RSVP if required or provide a media contact who journalists can contact with questions.