# A picture containing silhouette Description automatically generatedHow to write a media advisory

A media advisory is an invitation to your local media to attend your event. It should be sent to your Media Contacts list 1-2 weeks before your event.

1. Use your letterhead or logo to identify your organization.
2. Use a headline that describes your event. For example:
   * “MPP to announce funding for local children's charity” or
   * “Ribbon cutting to celebrate new accessible pool is sure to create a big splash”.
3. Identify the WHAT? WHO? WHEN? WHERE?
4. Include a contact name, email and phone number for media to call if they have questions.
5. Don't give your story away before your event! Media advisories should include just enough detail to create interest. DO NOT include grant amount or quotes from representatives.
6. Send it to your OTF Communications Advisor in an editable format (e.g., MS WORD) at least two weeks before the event. They will review it and return it for you to send to your Media Contact list.

### See template on next page that you can use to create your own. Simply fill in the yellow sections with the information related to your event. A completed sample follows for information purposes only.

YOUR LOGO

**MEDIA ADVISORY Date**

**Headline**

**WHAT -** On DATE at TIME, RIDING MPP NAME will be at LOCATION OF EVENT/ORGANIZATION to celebrate their receipt of an Ontario government grant funded through the Ontario Trillium Foundation (OTF) to SHORT DESCRIPTION OF PROJECT in TOWN/CITY.

MPP NAME and an OTF volunteer, will attend the event to acknowledge the government grant and its impact on the community.

NAME, ORGANIZATION REPRESENTATIVE, will discuss the importance of the grant for the organization and the work being done.

**WHO** - NAME, MPP for RIDING

NAME, OTF volunteer

NAME, TITLE, ORGANIZATION

***(List any other speakers)***

**WHEN -**

DATE

TIME

*\*If your event runs longer than one hour, add the time on the next line when remarks begin so media arrive to hear the news*

**WHERE** - LOCATION OF EVENT

ADDRESS (and if at a community centre/arena etc, list room) or WEB LINK

TOWN/CITY, ON

**PHOTO & INTERVIEW OPPORTUNITIES AVAILABLE**

**For more information, please contact:**

Name, Title

Organization

Phone number

E-Mail

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**MEDIA ADVISORY January 5, 2024**

**Peer Counselling Services launches new program thanks to Ontario government grant**

**WHAT -** On Friday January 12th at 10:00 a.m., Mercury MPP Smith Johnson will be at Peer Counselling Services (PCS) to celebrate their receipt of an Ontario government grant funded through the Ontario Trillium Foundation (OTF) to launch a new Peer Counselling Program for Immigrant Women. The new, multi-lingual, and culturally supportive program will be a welcome addition to the services the Centre offers to women in Mercury.

Smith Johnson and an OTF volunteer, will attend the event to acknowledge the government grant and its impact on the community.

Steph Potter, Executive Director of PCS, will discuss the importance of the grant for the organization and the work being done.

**WHO** - Smith Johnson, MPP for Mercury

Alex Hawke, OTF volunteer

Steph Potter, Executive Director, Peer Counselling Services

SAMPLE

**WHEN -** Friday January 12th

10:00 a.m.

**WHERE** - Peer Counselling Services

951 Sugercane Lane, Suite 2

Mercury, ON

**PHOTO & INTERVIEW OPPORTUNITIES AVAILABLE**

**For more information, please contact:**

Steph Potter, Executive Director

Peer Counselling Services

555-765-4321

potts@pcs.ca