How to Write a Media Alert

A media alert is one of the easiest, most effective PR tools you can use to reach newspapers, TV and radio outlets in your community. Media alerts are used to invite the press to events, i.e. press conferences, conventions, awards ceremonies or other such events. More brief than a press release, a media alert should be no longer than one page and shares the basic facts of the event: the who, what, when and where.

Format your media alert as you would a press release (i.e. with contact information, etc.), but at the top of the document, write MEDIA ALERT in bold, large font.

**Headline:** Include a brief, catchy headline;

**Who:** Mention notable figures, spokespeople who will be at event;

**What:** Briefly outline what the event is and its purpose;

**When:** Date and time;

**Where:** Location details of event – address, city, etc. Include a phone number as well.

A great example of using a media alert would be the recent announcement of NHNA’s round table discussion with Congresswoman Kuster at NHTI.

**Five-Second Media Relations Tip:**

In regards to timing, it is best to send out your media alert the week of the event – send it out five days prior to event and follow up with a phone call.