

## SAMPLE MEDIA ADVISORY

This Media Advisory is a useful media outreach tool. It is best used as a reminder after the release has been sent out and should be distributed just prior to the event. A Media Advisory includes basic information, presented in the following simple format:

### **Media Advisory**

*(Print on your letterhead NO MORE THAN ONE PAGE)*

**WHAT:** Pop music star, Beyonce', partnered with First Lady Michelle Obama's *Let's Move!* Initiative to create the *Let's Move! Flash Workout*. The event, sponsored by the National Association of Broadcasters Education Fountain (NABEF), took place on May 3, 2011, and attracted participation from three countries and more than 400 middle schools.

Job Corps has embraced the *Let's Move!* concept, and has launched a Healthy Eating and Active Lifestyles program. It will be producing a fitness video using the music and choreography of the *Let's Move! Flash Workout*. It's called *Move Your Body!*

Every Job Corps center across the nation will be filming its video at the same time to showcase Job Corps' commitment to healthier eating and active lifestyles.

**WHEN:** Friday, September 23, 2011 at 1:30 p.m. EST

**WHERE:** *(Indicate center location where Job Corps students and staff will video tape their own Move Your Body! video. Provide specific addresses and directions.)*

**WHO:** Job Corps students and staff

### **FOR MORE INFORMATION, CONTACT:**

*(Name)*

*(Organization)*

*(Phone Number)*