**Stock Healthy Shop Healthy**

**Press releases and media advisories**

A press release is a comprehensive, in-depth story that is written just like a news article. It is used to report on something that has already happened. A media advisory is an announcement about an upcoming event. It serves as an invitation to reporters to attend and cover the event.

### Contents of a press release

- **Date:**
  - FOR IMMEDIATE RELEASE

- **For more information contact:**
  - name, phone number, email address

**Headline**

City, State – Body of release.

Body continued.


- more-
  (centered at bottom of page 1 if text flows to a second page)

### Contents of a media advisory

- **Date:**

- **Contact:**
  - name, phone number, email address

**MEDIA ADVISORY**

**Headline**

**Who:** Sponsors, any noteworthy people involved

**What:** Event description

**When:** Date and time

**Where:** Specific location

**Why:** Purpose of event

**Details:** Pertinent background info

### Get noticed

Print your press release or media advisory on letterhead. If your network doesn’t have a formal letterhead, create one.

Write a descriptive headline that will capture the reader’s attention.

Answer the who, what, where, when and why in both, and also the how in a release.

In a release, include quotes from your network members, partner store owner and, if appropriate to the story, community members or customers.

### Timing and follow-up

Send your release or advisory to a daily paper or online publication three to five days before you want the story published or event covered and to a weekly paper two weeks in advance. Generally, Monday mornings are the best time for news organizations to receive releases and Friday are the worst days. Releases can be sent by mail, fax or email. Find out your contacts’ preferences.

Call or email your media contacts shortly after they should have received your release or advisory to be sure they received it and ask if they have any questions.