



Municipal Awareness Week: November 21-25, 2016

Media Advisory Tips

An advisory is an invitation provided to media to solicit their attendance at an event.

A template for your Municipal Awareness Week media advisory is provided below. Simply fill in the italicized sections and add your logo in the space provided.

When choosing your distribution date, please note that community newspapers often prefer several days in advance of an event.

An advisory is only as good as your follow-up. A phone-call to the assignment editor at the key media outlets in your municipality can help ensure that your advisory has been read and enable you to gauge the level of interest in your event(s).

In some instances, you may wish to distribute a *news release* on the day of your event(s) to provide background information and quotes from interested parties. For examples of a news release formats, visit the UNSM website at <http://unsm.ca/media-releases.html> or the Provincial Newsroom at <http://novascotia.ca/news/>.

Insert Municipal Logo Here

Media Advisory

Date:

Attention: Assignment Editors

November 21-25, 2016 is Municipal Awareness Week in Nova Scotia. In honour of this week, *(Mayor xx / Warden xx)* invites media to attend the following events sponsored by *(municipality name)*.

Event Name and brief description

Date

Location

(etc.)

For more information, please contact:

Name/Position:

Contact Information: