

Citizen Action Group

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FOR IMMEDIATE RELEASE

Anyday, Anymonth, 200X

MEDIA ALERT

CITIZEN ACTION GROUP TO RELEASE SAMPLE MEDIA ALERT

ANYTOWN - The Citizen Action Group invites the media to attend the release tomorrow of its sample Media Alert -- a guide for citizen groups who want to alert the media about upcoming events.

The Alert, intended for use as a model, imitates the form and style of an actual media alert. It is on the group's letterhead, has the words "MEDIA ALERT" in bold and in the centre at the top of the release, and also "FOR IMMEDIATE RELEASE" and the date at the top. It also has a headline that summarizes the main, newsworthy point of the alert in a compelling way.

Like any good Media Alert, the first paragraph of the sample alert (called the "lead") is only one summary line. The second paragraph clarifies the lead line and gives the media reasons to come to the event. Also like any good Media Alert, the text of the release is double-spaced so that reporters have space to write notes in the margins.

A Media Alert is shorter than a news release, and focuses on the details of when and where the event will occur, and who will be involved. The details should be listed clearly, as follows:

TYPE OF EVENT: Any event
DATE: Anyday, Anymonth, 200X
TIME: XX:XX am *or* pm
LOCATION: Anyplace, Address
PARTICIPANTS: Everyone involved

Businesses, government agencies and groups like the Citizen Action Group issue hundreds of Media Alerts every day to announce upcoming events; to announce the upcoming release of a research report; or to announce upcoming news conferences etc. Since the competition for coverage is intense, Media Alerts must be clear, look good and catch the attention of the media.

A Media Alert should never be more than 1-page long. At the bottom of the Alert, put "-30-" which indicates the end of the Alert to the media. Also put information about how the media can contact the group's spokesperson.

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FOR MORE INFORMATION, CONTACT:
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Citizen Action Group is a non-profit, non-partisan citizen group that works on issues of concern to citizens