

## Tips on Writing and Placing a Media Advisory

A media advisory is a simple way to inform local media outlets about an upcoming press conference or briefing. This document provides print, broadcast, and Internet reporters with the information they need to plan and cover your activity. Below are some suggestions for successfully distributing your advisory.

**Place it on the “daybooks” and in “week-ahead” columns.** Call newswire services in your city or state, such as the Associated Press or United Press International, and ask them to place the advisory on their daybooks—a daily listing of all activities that the media are invited to attend—the week before, the day before, and the day of the event. Ask for the name of the daybook editor and the fax number. Also try to place the advisory in the “week-ahead” columns or calendar listings of local newspapers and business publications that feature upcoming activities.

**Create a media list.** Send the advisory to local media outlets in your community one week before your event. To do so, you should develop a current media list—a fundamental tool of public relations. Your list of media outlets must be accurate and up-to-date to effectively reach reporters with your story. This list can also be used when distributing your press release. Here are some tips to get you started:

1. Check your local library or bookstore for media directories of daily and weekly newspapers, television stations, radio stations, newswire services, Internet news outlets, magazines, newsletters, and business trade publications in your community. Some examples of media directories include Bacon’s directories, the Yellow Book, and *Gebbie’s All-In-One Directory*. Use the phone book or the Internet to supplement your list.
2. Once you have developed a list of phone numbers and addresses, call each outlet to verify the information and to determine which editors and reporters are the most appropriate for your news.
3. For each print and broadcast media outlet, create a list with the following information: name of media outlet, address, telephone number, fax number, and the names and titles of specific reporters or editors who cover substance abuse/drug treatment and health-related issues. Today, most reporters and editors prefer information to be emailed to them; therefore secure an email address where possible. You should also determine the best time to call each reporter (i.e., how far in advance/what time of day) about your event.
4. Be sure to include specialized media on your list, such as African-American, Hispanic/Latino, or other minority newspapers or radio stations. Other specialized media that you may wish to include are university/college newspapers; television and radio stations; small community papers or neighborhood newsletters; and publications produced by local organizations, such as businesses, hospitals, women’s centers, health care clinics, professional associations, churches and other faith-based institutions, drug stores, and local clubs.

**Follow up.** After you email or fax the media advisory, contact reporters by phone to determine their interest in attending or covering the event. Sometimes the personal touch can make a difference in generating media interest.

**You are encouraged to share your plans and activities for *Recovery Month* 2003 with SAMHSA's Center for Substance Abuse Treatment, your colleagues, and the general public by posting them on the official *Recovery Month* web site at <http://www.recoverymonth.gov>.**

**We would like to know about your efforts during *Recovery Month*. Please complete the Customer Satisfaction Form enclosed in the kit. Directions are included on the form.**

**Please send any of your organization's *Recovery Month* promotional samples to:  
Office of the Director, Consumer Affairs, Center for Substance Abuse Treatment, SAMHSA,  
5600 Fishers Lane, Rockwall Building II, Rockville, MD 20857.**

**For any additional *Recovery Month* materials visit our web site at  
<http://www.recoverymonth.gov> or call 1-800-729-6686.**