**National Senior Center Month Sample Media Advisory**

Use a media advisory to highlight events you want media to attend or to promote. Email the advisory a few weeks before your event to newspapers, radio stations, and television stations and directly to the reporters on your media list who you do not want to invite with a personal email pitch. Follow up with 1-2 phone calls as the event gets closer. Also, send the advisory again the day before your event because broadcast media, such as television stations, often make decisions about what to cover on a day-to-day basis. Review it closelyto make sure you’ve changed all template information before sending it to your contacts.

**WHEN:**

[DATE AND TIME OF EVENT]

**WHERE:**

[ADDRESS OF CENTER]

**Call [PHONE NUMBER] or email [EMAIL ADDRESS] to arrange interviews and photo opportunities or get links to virtual event(s).**

[YOUR LOGO OR LETTERHEAD]

**MEDIA ADVISORY**

**[DATE]**

**FOR IMMEDIATE RELEASE**

**CONTACT:**

[FULL NAME OF CONTACT]

[PHONE NUMBER]

[EMAIL ADDRESS]

**[NAME OF CENTER] Celebrates National Senior Center Month with
[NAME OF EVENT]**

**WHAT:**

[DESCRIPTION OF THE EVENT. BE SURE TO INCLUDE PLANNED ACTIVITIES, VIRTUAL LINKS, AND INTERESTING INFORMATION ABOUT THE CENTER.]

The event is in celebration of National Senior Center Month, sponsored by the National Council on Aging. We’re celebrating how senior centers are the place for powerful possibilities where we are changing the way people think about aging. [SENIOR CENTER] empowers older adults to grow, explore, and be a part of the community. Power your own unique possibilities!

**WHO:**

[LIST OF SPECIAL GUESTS. MAKE SURE TO LIST IN ORDER OF IMPORTANCE.]