## What is a media advisory?

* A **media advisory** is a one-page description of an event, sent to a newsroom **in advance**. This gives the journalist or editor enough time to add it to their news diary. They might attend and/or add the event to their community listings.
* Treat your advisory as a quick newsflash to help build up attendance at your event. It should **only contain the essential details**:
  + **WHAT** the event is
  + **WHEN** and **WHAT TIME** it’s happening
  + **WHO** will be there
* It should also include **contact details** for you/another member of your group who is available to coordinate with media.

## What is a media release?

* A **media release** is a **longer communication** sent to a newsroom **on the day of your event or afterwards**. The release should be descriptive and enticing – enough to grab a journalist’s attention on a busy news day.
* It should **tell the story** of your event answer a journalist’s main questions – *Who*, *What*, *Where*, *When*, *Why* and *How*. A release should be similar to **a news article** and should reflect how you would want it to appear in newspapers and on websites.
* Find a unique angle in your story that makes it newsworthy. For example, you could highlight how your project made the Trail more accessible, if local youth participated in the project, fun events to celebrate a Trail section opening, etc.
* Key elements of a media release include:
  + An **informative, engaging headline** that describes exactly what the event/story is.
  + An **enticing sub-headline** that expands the story, containing the second most relevant piece of information
  + A good ‘top line’ – the **most important information** about your event should be in the **first sentence**
  + **Quote from spokesperson** for your group, explaining the difference the project has made to your Trail section
  + **Acknowledgement of funding** received from TCT
  + **Images or video** should accompany your release – in links or attached to your email
  + **Contact information** for you/another member of your group who will coordinate with media
* To acknowledge TCT’s contribution to your project, you could use language like this:
  + This project was supported in part by Trans Canada Trail (TCT), the non-profit organization that funds the further development and promotion of the [Trans Canada Trail](https://tctrail.ca/). [YOUR TRAIL SECTION] is part of this national network, which stretches over 28,000 kilometres across Canada.

## What should I do before sending something to media?

* Prepare a list of the media organizations that you wish to pitch to (e.g. local newspapers, radio stations, websites, etc.)
* Call the media organization before sending anything to get the name of the journalist who covers your type of event and ask how they would prefer to receive communications from you.
* Follow up with a phone call after sending a media release. Ask the journalist if there is an opportunity to talk and be mindful of busy schedules and deadlines.
* When you send your media advisory or release, follow up with a phone call. The best time to call is often between 9 a.m. and noon, before afternoon deadlines set in.