SAMPLE MEDIA ADVISORY

Email subject line: Congresswoman [Name] to Tour [Institution] on August 22 at 10:00am EST

MEDIA ADVISORY

WHAT: Congresswoman [Full Name] will visit [Institution] next Monday, August 22, at 10:00am EST. The short visit will include a tour of the campus and a meet-and-greet reception with students, staff and staff, and will conclude with remarks from Congresswoman [Last Name] and Dean/President/CEO [Last Name]. Media and photographers are welcome to attend. [Paragraph about your science and institution—what you do, job numbers/student success rates, economic footprint on the district/state/country/other subjects relevant to your ask.] The congresswoman’s visit to [Institution] will serve as an opportunity to showcase the critical role that geoscience plays in protecting and improving lives in our community, and in positioning the United States as a global leader in the development of climate resilience technology.

WHEN: [Date, time, location, address]

WHO: Congresswoman [Name] (Party-State); [Anyone else attending the event, name and title, of interest to the media]

CONTACT: [Your Name and Email]