Media Alert Tips

What is a Media Alert?
A media alert is a one-page document that details the "who, what, when and where" of your planned event — without giving away the entire story.

The Goal of a Media Alert
The goal is to get your event on the media's calendars and planning books and attract local reporters to your event.

The Format of a Media Alert
Begin with a headline that informs the media that something important or "newsworthy" is happening, followed by a secondary heading with additional facts. For example:

IEEE India Industry Day Brings Together Industry Leaders for Two-Day Technology Summit

Over 200 Attendees to Discuss Collaboration Opportunities for Humanitarian Projects

Distribution
You should distribute your media alert at least three – five business days (Monday – Friday) before your event.

Try to contact the person most appropriate for the news you plan to disseminate. For example, to obtain coverage for a local technology/engineering themed contest or learning series, you may want to target the technology science and/or education editor.

Today, many media outlets do not have beat reporters, however, you can contact an "assignment editor" instead and they will give the information to the appropriate reporter(s).

Follow up two days before the event via email or phone to determine interest.

Note: Many online publications allow self-submissions of media advisories that can be posted directly to an online portal.

Look for these opportunities in local publications that reach key targets in your community.

Here is a template that can be used to create a media alert

MEDIA ALERT – (Insert distribution date)

Media Contact:

Headline Briefly Describing Event
(e.g. Milestone Dedication, Conference, etc.)

Brief introduction of event; be sure to mention how IEEE is involved

WHAT: (Insert event details)

WHO: IEEE organization/group (insert name), (insert sponsor company, if applicable), (insert any keynote speakers, special guests; include background information on particular IEEE Section, group etc.)

WHEN: (Insert date, time)

WHERE: (Insert location)

WHY: (Insert a few sentences to explain the significance of your event, mentioning the main purpose for hosting the event) (Insert one sentence on benefit of specific event)