WHAT IS A MEDIA ALERT?

Media Alerts let the media know the facts about your event in a concise way. Media Alerts are a great way to get initial info to media, especially to Calendar Listing Editors. If your event has a lot of elements to it, is extremely newsworthy, or has other elements such as interview opportunities, you can also write a Media Release.

THE PROCESS

1. WE HELP YOU WITH YOUR MEDIA ALERT.
   Media Alerts concisely relay your event info to the media for use in calendar listings.

2. YOU SEND IT TO THE MEDIA.

3. THE MEDIA PUBLISHES IT.

4. RESULTS:
   Exposure to your show.
Here are some tips we've found useful for writing Media Alerts.

Don't attach anything! This is meant to be quick—which means loading quickly, not being weighed down with extras, and above all, getting someone to open your email without fear of virus. Including a link to a promotional flyer or website is acceptable, but if they want anything else, such as a jpeg, they'll ask for it.

Keep it simple—choose a simple font, in black.

It’s up to you where to include the price of the event. You can put it after Additional Info, but we recommend putting it after the Date and Time. Example. When: Friday, November 4, 8:00 p.m. Doors at 7:00 p.m. $8.

It’s customary to conclude Media Alerts and Media Releases with three italicized hash tags (###). This indicates that there is no more information.

Target media that will be interested in your event. Do some research on your contacts. Targeted media alerts sent to a few relevant journalists is more effective than a general blanket e-mail sent to a ton of journalists. Building relationships within the media is invaluable and can be key to the success of your events in the future.

The subject line should begin with the word “Media Alert,” a colon, and something short about your event. Media is more likely to look at an email if they know it is meant for them and not spam. Example. Media Alert: Band Name to perform at Venue on Date.
FOR IMMEDIATE RELEASE

MEDIA ALERT

Who:
Guest speakers Don Selleck, Hank Sinatra, Larry Grant and more, with music by the Straight Razors, Uncle Combover, DJ Chestwax and the Brillatine Betties. Hosted by MC Parachute Pants and MC Soulpatch.

What:
Stache N Burn is an annual festival curated by the International Facial Hair Appreciation Society to celebrate Men’s Grooming Day. The weekend-long event features musical performances, educational workshops and guest speakers, as well as nutritious meals.

When:
December 30, 2011 from 8 a.m. to midnight.

Where:
Meekus Lutman Stadium, 1234 5th Ave. S, New Seattle, WA 98123

Additional Info:
Tickets are available via:
Brown Paper Tickets
1 (800) 838-3006 P.
http://beta.brownpapertickets.com/event/140978 W.

For promotional photos, press passes and interviews, contact John Doe by email at John@BrownPaperTickets.com