



How to Prepare a Media Alert

Media alerts are designed to quickly communicate the key details about your special event. On a single page, they list the “who,” “what,” “when” and “where” of your event, along with additional key information, such as admission fees.

TV assignment desks and calendar listings editors especially appreciate a tightly-written media alert to refer to and reprint. The information you include in your alert can be easily lifted from your press release. Below you’ll find a sample media alert:



Sample Media Alert

Contact:

Alex Johnson, Caldwell Hospital
888.888.8888/888.777.7777 (cell)
ajohnson@caldwellhospital.org

CALDWELL HOSPITAL HOSTS FAMILY FUN 5K RUN/WALK SATURDAY MORNING, OCTOBER 15,
TO RAISE FUNDS FOR NEW MUSCULOSKELETAL EDUCATION PROGRAM

7:30 a.m. Race in Millennium Park to Commemorate United States Bone and
Joint Decade National Awareness Week

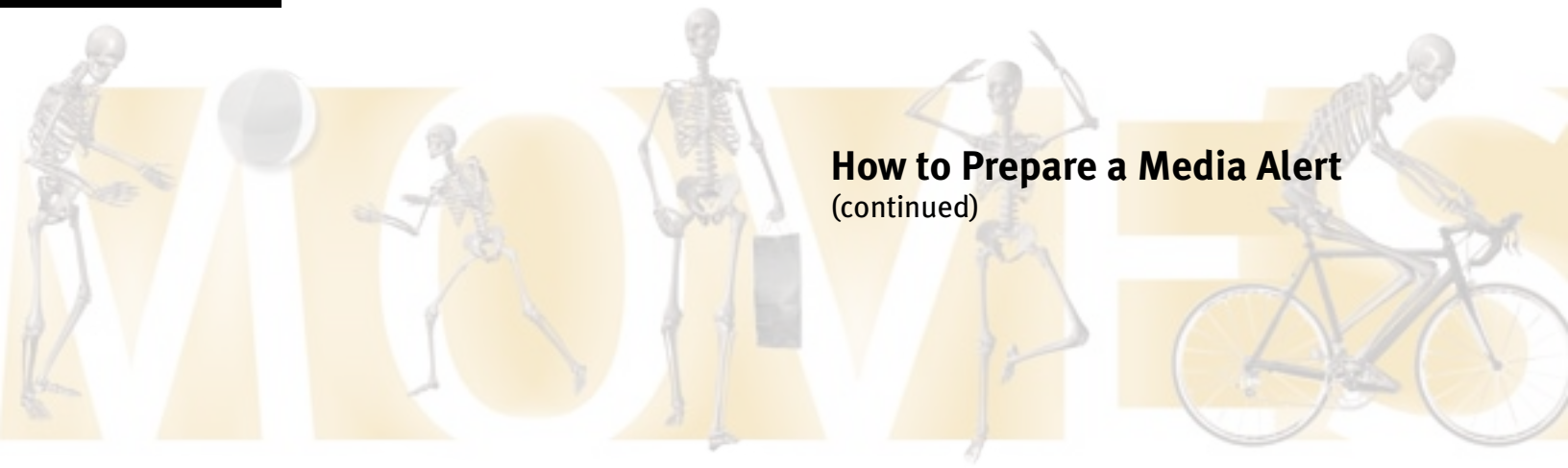
Who: Caldwell Hospital, Fibula, IL

What: Hosts Family Fun 5K Run/Walk to benefit new Musculoskeletal Education Program,
during United States Bone and Joint Decade National Awareness Week.

Bob Z and Cherie Wolfson, WZOO-FM morning disk jockeys, will emcee event. 500 men, women and children are expected to participate. Natural Foods Market will provide refreshments.

When: Saturday, October 1
6:00 a.m. — registration
7:30 a.m. — beginning of race
9:00 a.m. — awards ceremony

Where: Millennium Park
Elgin Fountain — 7:30 a.m. kickoff
Tavern on the Square — finish line



How to Prepare a Media Alert (continued)

- Entry:** \$10.00 per adult
Fee: \$8.00 per senior citizen (62 or older)
\$6.00 per teenager (age 14-18)
\$5.00 per child (13 or younger)



Registration available onsite, at www.caldwellhospital.org or by calling 1.888.888.8787

Why: The race takes place to coincide with the launch of Caldwell Hospital's new Musculoskeletal Education Program — a community outreach program designed to inform the general public about what options are available to them to prevent and treat bone and joint disorders.

Contact: Alex Johnson, Caldwell Hospital
888.888.8888/888.777.7777 (cell)
ajohnson@caldwellhospital.org