



## Sample Media Advisory

Use this media advisory to alert people on your media list about your upcoming events. For maximum effectiveness, send it out on multiple occasions and follow up with phone calls to your local newspaper, radio stations, and television stations.

### **MEDIA ADVISORY FOR**

[*date of event*]

For more information contact:

[*your name and all phone number(s) at which the press can reach you*]

**[Name of Town]**

**Students, Teachers Rev Up  
for NEA's Read Across America Day**

Students in [*name of town*] will join millions of their peers across the country to celebrate the ninth annual National Education Association's (NEA) Read Across America Day on March 2, 2011.

NEA's Read Across America Day, which falls on Dr. Seuss's birthday, expects more than 45 million readers, both young and old, to pick up a book and read.

To honor the good doctor and celebrate the fun and value of reading, [*name of local association*] is asking you to join NEA and many of America's leading literacy, youth, and civic groups in bringing a nation of readers together under one hat-the red and white stovepipe made famous by the Cat in the Hat-for a flurry (or furry) of reading excitement!

**WHO:**

**WHAT:**

**WHEN:**

**WHERE:**

Our goal is to show America's children the joy of reading and build a nation of readers-on March 2 and every day. For more information NEA's Read Across America, visit [www.nea.org/readacross](http://www.nea.org/readacross) and [www.readacrossamerica.org](http://www.readacrossamerica.org) and learn of other reading celebrations that are happening from coast to coast.

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*The National Education Association is the nation's largest professional employee organization, representing 3.2 million elementary and secondary teachers, college faculty, school administrators, education support professionals, retired educators and students preparing to become teachers.*