**Media Invitation Template**

Media invitations are short brief information pieces used to entice media to attend your communications competitions. They help spread the word to local media and communities about your event.

Your press release should be:

* no more than one page,
* include a “call to action” explaining why your communications event is important,
* include the name and role of the contact person, including the person's email and phone number,
* the date for release, and
* a heading including a short tagline to grab attention of the reader,

Please see the template on the next page and fill in the blanks.

**Media Invitation**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

<<INSERT DATE>>

<<TITLE OF THE INVITATION>>

<<CITY/ TOWN, PROVINCE>>: Insert your communication competition information here. (i.e. The XXX 4-H Club is inviting you to attend…)

What: Describe the event.

When: Date, Time.

*Provide the best time for photos.*

Where: Address, location of event and any parking directions.

Who: A list of important people who will be attending your event.

Why: State the reason for the event and in, brief, what will be covered. Do not provide specific information, as that may deter the media from attending.

**For more information contact:**

<<Contact Name>>

<<Contact Role>>

<<Club Name>>

<<Phone Number>>

<<Email>>