

What is a News Advisory? A news advisory (also known as a "Media Advisory") can be an announcement of an upcoming press conferences or event that the media are invited to cover, notices of future announcements, webcasts, media contacts, an interview or photo availabilities. They are intended for the media only and aren't distributed to the public. It can be a who-what-when-where format, or paragraphs.

NEWS ADVISORY

Headline: It should include keywords. Must grab attention and succinctly describe what the advisory is about. Some media scroll only by the headlines.

Details: Details about the News Advisory. Why would the media care?

What: What is the event about? Why should the media attend?

When: When is the event happening? What day?

Where: Where is your event happening?

Web Site: So the media can go directly to your homepage and get additional information about your company.

Webcast: If applicable.

Media Contact Info: Don't just include the name and phone number, but also email address and/or cell phone. What's the easiest way for the media to reach you?

Source: The Source is required. Who is responsible for the content of this News Advisory? OR Who is issuing this News Advisory?

NEWS ADVISORY: PR Newswire and Business Development Institute Present the Convergence 2007 Conference -- The Future of Advertising, Communications and Media

Case studies from Toyota, McDonald's, Casio and MyYearbook.com. Speakers from AP, ValueClick, Nielsen, ABC News, Bearingpoint, IAC, The FeedRoom, DraftFCB, PR Newswire, Ogilvy Public Relations, Strawberry Frog, CoreBrand, Edelman, US Postal Service, Vault.com, Flatiron Communications, Integer/TWBA, DeSilva & Phillips, Landor, Womanwise, ConEdison Solutions, DDB, The Newsmarket, D S Simon Productions, Green Team, Spot Runner, and Westin Hotels.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20000306/PRNLOGO>)

WHAT: Full day conference to cover the blurring of lines between advertising, PR and media as well as the internet's impact on communications

WHEN: 8:30 a.m - 6:00 p.m. Monday, December 3, 2007.

WHERE: The Graduate Center of the City University Of New York
365 Fifth Avenue between 34th and 35th Streets
New York, NY 10016

WEBSITE: www.bdionline.com/convergence2007

WEBCAST: MultiVu's Live audio webcast covering the morning sessions available free of cost. For more information please go to <http://www.videonewswire.com/event.asp?id=44082>

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PRNewswire -- Nov. 29

Photo: NewsCom: <http://www.newscom.com/cgi-bin/prnh/20000306/PRNLOGO>

AP Archive: <http://photoarchive.ap.org/>

Video: <http://www.videonewswire.com/event.asp?id=44082>

SOURCE PR Newswire Association LLC; Business Development Institute

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