**Media Alert Customizable Template**

**Explainer:**

The media alert serves as a powerful tool for capturing public attention and engaging local media and press in your cause. There are a number of key moments when a media alert could be helpful. New data or a fresh study that supports your argument, a compelling human interest story, or a major landmark or victory in the policymaking process are all opportunities to engage local press. Landing your story in the local press helps raise awareness in your community and among policymakers.

Crafting an effective media strategy requires careful planning and consideration. A timely and well-crafted media alert can help you expose Big Tobacco’s deceptive practices and harmful products, shedding light on the issue. However, it is essential to be cautious as it can also alert tobacco companies to your campaign, potentially complicating your efforts.

A media alert provides basic, essential information about your event, clearly listing WHO will be attending, WHAT will be happening, WHEN your event is occurring, and WHERE the press should go.

<YOUR CAMPAIGN LOGO>

[DATE]

[MEDIA CONTACT NAME, EMAIL, PHONE]

***Councilmembers, Public Health Coalition Hold Press Conference Ahead of [CITY/COUNTY GOVERNMENT]  Vote to End the Sale of Flavored Tobacco***

***WATCH LIVESTREAM HERE***

**[CITY NAME] –** The [LOCAL GOVERNMENT BODY] is set to vote tomorrow

afternoon on a landmark policy that would [POLICY GOAL]. This comes at a time

when local residents are asking our public and local government leaders to finally

act to protect public health by making policy consistent with the messaging about

the dangers of tobacco use. [COALITION NAME] will host a press conference

outside city hall ahead of the vote, urging city leaders to protect children and

historically disenfranchised members of our community from the health risks of

these deadly products.

“Smoking tobacco is widely recognized as the leading preventable cause of death

in the world. These products are lethal and the tobacco industry continues

to target our youth and vulnerable residents. We have a duty to protect our

community members against the lifelong, deadly impacts of tobacco in this city.”

**VISUALS**:

Large infographics about the dangers of e-cigarette and other flavored

tobacco use, costume character “Ciggy Butts” will join the press conference

**WHO:**

Councilmember

[Apartment Resident Name], [Title]

Health Professional [Name], [Title]

[Parent Name], [CITY/COMMUNITY]

**WHAT:**

Press conference urging the [LOCAL GOVERNMENT BODY] to raise awareness

about the dangers of tobacco products and to support new local products

ending the sale of tobacco products.

**WHEN**:

[Date]

**WHERE**:

[Address]

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