*Media alerts should ALWAYS be on letterhead*

*A media alert is used instead of a news release when the purpose is to get the media to attend the event and write about it. Media alerts are not intended for publication as-is. Media alerts expand upon the six core pieces of information media outlets require—who, what, when, where, why, and how, in a quick-to-skim format.*

FOR IMMEDIATE RELEASE (if it is to be published now; otherwise provide a future date for publication)

CONTACT: (name, phone, email to make you accessible to reporters at their convenience)

**Headlines Are Easier to Read in Upper and Lower Case**

**and Call Attention to Why the Community Will Want to Know**

WHO: The people featured at the event to be covered (i.e. Thespian Troupe 1234)

WHAT: The activity (i.e. spring performance or induction ceremony)

WHEN: Day of week, date, time of day

WHERE: Name of building (such as named auditorium) and street address

WHY: The reason for the activity (i.e. Induction marks official membership in the

International Thespian Society)

HOW: To qualify a student must have completed 100 hours of excellent work in theatre

according to standards established by school’s theatre program

This is the space for the STANDARD CLOSING PARAGRAPH OR BOILERPLATE, which briefly summarizes the organization issuing the news release. In any news release about your troupe’s activities it would also be appropriate to include the ITS boilerplate.

***About the International Thespian Society***

*The International Thespian Society (ITS) is an honorary organization for high school and middle school theatre students located at more than 4,700 affiliated secondary schools across America, Canada, and abroad. The mission of ITS is to honor student achievement in the theatre arts. High school inductees are known as “Thespians” and junior high/middle school inductees are known as “Junior Thespians.” ITS is a division of the Educational Theatre Association (EdTA).*

Current best practice (for mobile reading) includes substituting a link to the organization’s “about” page in lieu of a boilerplate. You could use a link to your school’s homepage.

[About the Educational Theatre Association](https://www.schooltheatre.org/about/mission)

[About the International Thespian Society](https://www.schooltheatre.org/internationalthespiansociety)

### (or -30-)

*(either 3 # signs or 30 with dashes before and after are symbols for editors that this is the end of the information.)*