**Media Advisory**

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| **The name, address and contacts**  **of the organizer** | **Date & time of release** |

**Title/headline should highlight on newsworthy item**

**[OPENING PARAGRAPH/SHORT BRIEF/TEASER]**

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| The opening paragraph should provide – in max. two sentences length – the very brief of the 5 ‘W’s basics and stimulate media to learn more about the event. Also, here could be mentioned the names – persons of interests, dignitaries, Ambassadors, Moldovan officials etc. – who are key to the event.  ***NOTE:*** Remember, this section it’s a teaser which should capture the attention of the reader/media. |

**[BODY]**

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| **Who:** List the institution(s)/company(ies)/project(s) (or consortium of partners) which is/are organizing and inviting. At the same time, list here the important people who will be attending the event.  **What:** Describe the event (very shortly).  **When:** Mention the date and time.  **Where:** Indicate the address, location of the event and details regarding route, including parking directors (if needed).  **Why:** State the reason for the event, in brief, what will be covered. |

**[BACKGROUND]**

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| Provide context brief info about the event/activity/project/etc., but do not go very in-depth and do not provide specific information, as that may discourage the media from attending. |

**[CONTACT INFO]**

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| Be sure to include contact name, email, and phone number in case someone will have additional questions.  *Example:* For further information or more details about the project/event/activity please contact Ion Sîrbu-Avasiloaie, Press and Media Officer, ‘Strategic Communication and Support to Mass Media in the Republic of Moldova’ project, [ion@stratcom.eu](mailto:ion@commwithus.eu); +373 000 00 000. |