**Media Alert Template**

**PURPOSE**

Water systems can invite the media to attend press conferences and briefings or to tour facilities related to advisories. This type of activity provides the media with a better understanding of drinking water infrastructure and why advisories occur.

**DIRECTIONS**

Use this template for media releases about press conferences, briefings, and facility tours. Replace information in brackets with specific water system and advisory information. Adapt the information as needed.

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###### FOR IMMEDIATE RELEASE

**Press contact:** [name, title, organization, office phone, cell phone, e-mail]

**Water system contact:** [name, title, organization, office phone, cell phone, e-mail]

**Press Conference for:** [Water System]

**What:** [press conference, briefing, tour of facilities/labs/distribution area related to the advisory]

**When:** [Date, time]

**Where:** [Address, building, city, state, ZIP; provide directions to site of press conference, briefing, tour of facilities/lab/distribution area]

**With Whom:** [Water System spokesperson, title; partner spokespeople, titles]

**Why:** Water quality is a concern for us in the community. We invite you to a [press conference, briefing, tour of our facilities/lab/distribution area] so you can see how we [treat water, test water, etc.]. The recent [type of advisory] put our community’s drinking water quality into the spotlight. [Name of water system] will explain how the facility relates to the advisory and water quality. [Details—the reasons, actions, communication].

Please RSVP to [contact, phone, e-mail] by [date].

[Name of water system] provides water to [name of community, description of the organization].