

SAMPLE MEDIA ADVISORY FOR STATE CONFERENCE

MEDIA ADVISORY
For Immediate Release
(Date)

(STATE) D.A.R.E. OFFICERS CONVENE IN (CITY)
FOR ANNUAL TRAINING CONFERENCE

- Over (number) Chiefs of Police, Sheriffs and local D.A.R.E. Officers from around the State of (state) will attend the (number) Annual D.A.R.E. Training Seminar.
- Training will include continuing program development and resources to enhance the implementation of D.A.R.E. in local communities throughout (state)
- Presentations of current research from prominent experts scientifically documenting the long-term effectiveness of D.A.R.E.

PLACE: (Name of hotel/convention site)
(Address)
(Phone number)

DATE: (Dates of event)

KEYNOTE (Name of dignitary that will be speaking at the conference)
SPEAKER:

PRESS Video and photo opportunities starting on (date) with
AVAILABILITY: luncheon speech at (time) by (dignitary name, title).
Interview with local law enforcement and school officials.
Interview with local D.A.R.E. officers.

CONTACT: (Name, title)
(Phone number)