SAMPLE MEDIA ADVISORY

<Insert City Logo>

MEDIA ADVISORY

For Immediate Release

CITY, STATE – DATE
For More Information Contact:
Full Name
Office #
Cell #
Email

<Local Leader> Announces Bold New Initiative to Bring Affordable Broadband to XX,XXX of <City’s> Unconnected Households

Public, Non-profit and Community Leaders Unite to Raise Awareness of Affordable Connectivity Program and Close the Digital Divide in <City>

CITY, STATE—XX,XXX <City> homes have access to the internet but are unconnected because they can not afford to get online. On <date>, alongside <insert names of initiative partners, <Local Leader Name>>, will announce a bold new initiative to close the digital divide in <City Name>. The new initiative aims to build awareness about the $14 billion Affordable Connectivity Program, a new long-term federal benefit that will help to lower the cost of broadband service and help low-income families to afford internet service.

What: Affordable Broadband for <City> Press Event
Who: <Name, role, and organization of speakers and attendees>
When: <Date and time>
Where: <Location and address>

For additional information contact <insert email and phone number>.

###