**Hill Country Night Sky Month – Media Advisory and Press Release Templates**

These two templates will help you communicate your Hill Country Night Sky Month community events to the media. If you have any questions about the following information, email [dawn@hillcountryalliance.org](mailto:dawn@hillcountryalliance.org).

**MEDIA ADVISORY**

The Media Advisory Template is an open-fill document for your use in communicating to the press details regarding your upcoming event/s. There is an area in the upper right-hand corner of the header where you can attach your organization’s logo. In the footer, you will see highlighted text indicating where to denote your specific contact information. Input details in the yellow highlighted areas as they correspond to your event or activity, and remove highlighting once complete.

This template is to help you publicize your function clearly and easily. Should you already have alternative methods of contacting the media, please feel free to refer to those methods and use these templates only as needed.

Send out the Media Advisory before an event occurrence. List all of your events at one time, or distribute a single form for each function.

**PRESS RELEASE**

The Press Release Template is an open-fill document for your use in communicating to the press details following the completion of your event/s. There is an area in the upper right-hand corner of the header where you can attach your organization’s logo. In the footer, you will see highlighted text indicating where to denote your specific contact information. Input details in the yellow highlighted areas as they corresponded to your event or activity, and remove highlighting once complete.

This template is to help you spotlight the success of your function clearly and easily. Should you already have alternative methods of contacting the media, please feel free to refer to those methods and use these templates only as needed.

Send out the Press Release following your event/s. It can be a summation of all events held during Hill Country Night Sky Month or distribute a Press Release for each function.

|  |  |
| --- | --- |
| **Event Title Here** | **For Immediate Release** |

(Month, Day, Year)

Hill Country Night Sky Month is an opportunity to elevate the regional effort to preserve star-filled skies for future generations across the Hill Country. Counties, cities, school districts, and others are encouraged to recognize Night Sky Month through community education and celebration! “Hill Country Night Sky Month is underway for the second year in a row, and we couldn’t be more excited about the events taking place throughout the region in the name of night sky preservation,” said Katherine Romans, Executive Director of the Hill Country Alliance.

On event date, the Your Organization Name hosted Event Name to celebrate our night sky and raise awareness of the need for its preservation. Held at Event Venue/Location and partnering with Event Partner/s Your Organization Name provided an opportunity for the public to main activity and learn more about how they can be an active supporter for Hill Country night skies. Approximately number of attendees turned out to event activity, event activity, and event activity. This is the first or second time Your Organization Name has put on this event and anecdote about its reception or carrying on the tradition. Your Organization Name enjoyed partnering with Event Partner/s and provide any details you want to mention about working with them, what they brought to the event, and/or plans to partner again. “Insert a quote from an event attendee or organization volunteer about the event and/or partnership.”

For more information about the Event Name, please visit our promotional site/website event page. Describe what details the page contains.

**Your Organization Name** – Provide details of your organization, including your purpose/mission, your founding date, what services you provide, and any other pertinent details

**Your Partner Organization Name** – Include the exact type of details from above for any primary co-hosts or entities you partnered with for your event.

The Hill Country Alliance is a nonprofit organization whose purpose is to raise public awareness and build community support around preserving the natural resources and heritage of the Central Texas Hill Country. Visit us at [www.hillcountryalliance.org](http://www.hillcountryalliance.org).

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Insert an image of the event if one is available.

**MEDIA ADVISORY**

Released DATE

**Event Name Here**

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Your Organization Name and your partner/s name/s or your town’s name joins the Hill Country Alliance and partners across the region for a month of virtual events, activities, art, games, competitions, proclamations, and other ways to expand the joys and benefits of dark night skies – all COVID-conscious and health aware.

**Celebrate The Name of Your Event**

**WHO**: The targeted, or invited, audience/attendees

**WHAT**: The type of event and its purpose

**WHEN**: Date and Time

**WHERE/HOW**: Location of the event, event website link or registration link, or HCA calendar link.

**EVENT PARTNERS**: Your Organization Name is proud to partner with your partner/s name/s or your town’s name. Your partner’s name or your town’s name is an active stakeholder in night-sky preservation and works to provide one or two details about who they are and/or their efforts in protecting the night sky.

**MEDIA CONTACT:** Your Name, Title (if applicable), Organization Name, Phone Number, Email

The Your Organization Name is a volunteer group/organization or 501c3 dedicated to night sky preservation education of the public and activism in pursuit of protecting the Hill Country from artificial light pollution.

The Hill Country Alliance's Hill Country Night Sky Month web portal, [NightSkyMonth.com](http://www.nightskymonth.com/), is a clearinghouse for information, inspiration, and events throughout October 2021.