NATM 2021 Sample Media Alert

The purpose of a media alert is to get a “who, what, when, why” to press, usually around an event. Media alerts are especially helpful if you want to invite press to attend the event, even if it’s virtual.

# Template

[logo if you have one]  
  
[Contact name, phone, email address}

[short, catchy headline about what you will be doing]  
  
WHAT: [insert what you will be doing]

WHO: [insert who will be doing the actions, include information about athletic trainers and how they are essential to health care]

WHEN: [When the action is happening]  
  
WHERE: [Where it is happening]  
  
WHY: [Why is it happening]  
  
[This is where you would be additional information like if anyone is available for interviews. During non-pandemic years, you would also include if there will be any visuals (images, video) that press can capture, e.g. athletic trainer rehabilitating a member of the football team or a performing arts athletic trainer providing assessments]

# Example media alerts

Example #1 - Virtual **BOSTON ATHLETIC TRAINERS KICK OFF NATIONAL ATHLETIC TRAINING MONTH BY HOSTING A HEALTH AND SAFETY WEBINAR ON YOUTH SPORTS SAFETY DURING THE PANDEMI**

WHO: Secondary School Athletic trainers from Massachusetts

WHAT: As spring sports start to bloom, athletic trainers provide parents with guidance on how to more safely navigate the return of sports. They will address topics such as PPE use, injury prevention, importance of sanitation protocols and the Post-COVID athlete.

WHEN: Friday, March 5 – 11:30 a.m. to 12:30 p.m. ET

WHERE: Zoom link

WHY: As the pandemic evolves, parents are looking for answers on how to best navigate a return to sports for their child.

Interviews with athletic trainers are available upon request.  
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Example #2 – In Person  
**CALIFORNIA ATHLETIC TRAINERS KICK OFF NATIONAL ATHLETIC TRAINING MONTH BY OFFERING FREE HEALTH SCREENINGS TO GOVERNMENT OFFICIALS ON MARCH 3**

*State Representatives and Employees Will be Offered Evaluations for Blood Pressure, Body Composition, Strength, Flexibility and More in Capitol Building*WHO: Athletic trainers from Sacramento, San Diego, Los Angeles, Fresno, San Francisco and other  
California communities

WHAT: Will visit the state Capitol to offer elected officials and state employees free health screenings to  
celebrate National Athletic Training Month. This year’s theme is “Athletic trainers impact health care through action.” Athletic trainers will provide a variety of evaluations, including blood pressure, body composition and obesity checks, strength, flexibility and more, in the main lobby of the Capitol.

WHEN: Friday, March 2 – 11:30 a.m. to 2 p.m.

WHERE: Capitol Building – Main Lobby, 10th and L Streets, Sacramento

WHY: “Our governor and state representatives put in long, stressful hours on our behalf, so the local members of NATA – the National Athletic Trainers’ Association – want to show our appreciation by doing something helpful for them,” says athletic trainer, MEd, ATC.

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