MESA Day templates instructions

The press release and invitation letter templates includes all pertinent information about MESA days for any campus or district VIP, campus public information office or outside media. By including this amount of detail you increase your odds of the event being covered.

I suggest sending press releases two to three weeks in advance to campus media (and a week-of follow up). For local media, send five to ten days in advance and a three day follow up. Send invitation requests as soon as possible with a follow up the week of the event.

Fill in areas on template:

* **Contact info**: this should be contact for the day of the event, so include a cell phone number in case the reporter/photographer can’t find a building or has a last-minute question.
* **Sub headline**: Include an approximate number of students expected to attend, such as “over 400 middle and high school students to compete at San Jose State.”
* **Volunteers:** include company names if you’d like to recognize volunteers. If not, remove that line.
* **What/Schedule**: Please be specific about location and times of hands-on competitions– these are the most visual events and most likely to be photographed/covered.
* **Where**: Make finding and parking easy for media attending. Let them know where to park and insert a campus map link.
* **Who**: again list number of students and schools
* **MESA description**: Insert your MESA web site link (if it is current and properly uses the MESA logo) at the end of this paragraph. If not, delete that sentence.

Don’t forget to read through your final version to make sure you filled in all the blanks and there are no errors. It always helps me to have another person review the content.

Remember to change the file name when saving and sending.