

## Media/Photo Advisory

Note: In most cases, you will provide the original text for use in your media advisory. The IMSA Marketing and Communications Office is responsible for producing news releases and media advisories for major institutional news (commencement, new sophomore class, new board members, new program announcements, etc.). In most cases, however, we will be able to assist you with editing and proofreading, and, in fact, we recommend this for all new IMSA news releases and advisories. By doing this, we ensure that a coherent and consistent IMSA identity is portrayed to the media, regardless of where the news release originated in the Academy. Please help us to help you by involving us EARLY in the process so that we can schedule time to review and edit your news releases and advisories.

Because MarCom keeps the most updated media addresses (including e-mail and contact names), labels or e-mail addresses for media will continue to be provided by Marketing and Communications. In many cases, we can assist you in the mailing process if given enough advance notice, however, we would encourage other offices to distribute their own news releases when able.

The Media/Photo Advisory Checklist (below) and writing **tipsheet** should be referenced and used when at all possible. While some of these are stylistic preferences used by IMSA staff writers, many are rules of grammar and punctuation that should be followed at ALL times. When you are in doubt, DO NOT GUESS!! Please refer your questions to Brenda Sotern (5033) [brenda@imsa.edu](mailto:brenda@imsa.edu)

### 1. Media/Photo Advisory Checklist

- \_\_\_ Write media/photo advisory in 11 pt. Arial; Headline in 12 pt. caps
- \_\_\_ Include *who* or *what* the news event is about
- \_\_\_ Include *when* the news event will happen
- \_\_\_ Include *where* the news event will happen
- \_\_\_ Include a contact name and number at top of advisory

## SAMPLE MEDIA AND PHOTO ADVISORY FOR CAMPUS EVENT

FOR COMMENT CONTACT: Brenda Sotern    FOR IMMEDIATE RELEASE:  
630-907-5033                      July 20XX  
[brenda@imsa.edu](mailto:brenda@imsa.edu)

**Photography, videotape and audiotape recording are permitted. If you would like to attend, please contact Brenda Sotern at 630-907- 5033 or [brenda@imsa.edu](mailto:brenda@imsa.edu).**

MAPMAKING, GEOLOGY, ZOOLOGY AND BOTANY TO HIGHLIGHT "LEWIS AND CLARK" IMSA®  
SUMMER SCIENCE CAMP

Where:            Illinois Mathematics and Science Academy®  
                     1500 Sullivan Road  
                     Aurora, Illinois 60506

When:            Monday, July 26 to Friday, July 30, 20XX

What:            The Illinois Mathematics and Science Academy (IMSA) Kids Institute® Science Explorers camp will be held July 26-30 and celebrates the bicentennial year of the Lewis and Clark expedition by exploring the science of the Lewis and Clark journeys. Illinois students entering 5th and 6th grades will be led by IMSA students on a journey through history and science. Using hands-on activities, students will explore the science of the Lewis and Clark journey including mapmaking and geography, zoology and botany, technology and communication. The week culminates with students preparing their own expedition to the next frontier.

IMSA Kids Institute® summer camps, held on the IMSA campus, are enrichment programs offered to students from the Fox Valley and Chicagoland areas who will enter grades 3-9 in the fall of 20XX.

The internationally recognized Illinois Mathematics and Science Academy® (IMSA) develops creative, ethical leaders in science, technology, engineering and mathematics. As a teaching and learning laboratory created by the State of Illinois, IMSA enrolls academically talented Illinois students (grades 10-12) in its advanced, residential college preparatory program, and it serves thousands of educators and students in Illinois and beyond through innovative instructional programs that foster imagination and inquiry. IMSA also advances education through research, groundbreaking ventures and strategic partnerships. ([www.imsa.edu](http://www.imsa.edu))

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## SAMPLE MEDIA AND PHOTO ADVISORY

FOR COMMENT CONTACT: Brenda Sotern    FOR IMMEDIATE RELEASE:  
630-907-5034    March 20XX  
[brenda@imsa.edu](mailto:brenda@imsa.edu)

**Photography, videotape and audiotape recording of the dialogue are permitted. If you would like to attend, please contact Brenda Sotern.**

### GENETIC EXPERT TO SPEAK AT IMSA

Where:                    Illinois Mathematics and Science Academy®  
1500 Sullivan Road  
Aurora, Illinois 60506

When:                    Monday, March 29, 20XX  
Time:                    7:00 p.m.

What:                    Reproductive and genetic technology expert Lori B. Andrews will present *Ethics and the Double Helix* at the Illinois Mathematics and Science Academy® (IMSA) at 7:00 p.m. on Monday, March 29, 20XX.

Andrews is internationally recognized for her work on the legal and social impact of genetics. She has authored ten books, including, Genetics: Ethics, Law and Policy, The Clone Age and The Body Bazaar: The Market for Human Tissue in the Biotechnology Age. Andrews also served as chair of the federal Working Group on the Ethical, Legal, and Social Implications of the Human Genome Project and serves on advisory committees such as the World Health Organization, the National Institutes of Health and the Centers for Disease Control. Andrews is a professor of law at the Chicago-Kent College of Law, and Director of the Institute for Science, Law and Technology at Illinois Institute of Technology. The National Law Journal named Andrews as one of "The 100 Most Influential Lawyers in America." Her many media appearances include "Nightline" and "The Oprah Show."

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