**NOTE:** The news team follows both the [UMaine Editorial Style Guide](https://docs.google.com/document/d/1fFb6LmtaDvFaznUkZPQNJT9WWG0aC7fI6VtwfAo4z0g/edit?pli=1) and Associated Press Style. Any content generated or supported by the team must comply with both style guides.

Please update all highlighted copy and delete the provided instructions/examples in this template.

**Media advisory**

**DATE**

**Contact:** NAME, PHONE NUMBER, EMAIL

**HEADLINE**

Headlines should be concise and free of jargon

**TOWN, State** - Provide context for the reporter to understand the importance of the issue. Include critical details, such as what will be covered at the event, who the notable speakers are, and why the event is significant.

Example: The University of Maine and the Maine Community College System (MCCS) will hold a press conference on April 18 to announce a new co-enrollment program that will benefit community college students statewide.

**When:**

Example: Thursday, April 18, 2024, 3-4 p.m. (please follow AP style).

**Where:**

**Speakers:**

**Additional Information:**

Example: Please find a campus map attached. No parking pass is required.

###

**Pound signs indicate the end of the body copy**

**BOILERPLATE**

A brief, standardized paragraph that appears at the end of a press release to provide information about a company and its core business. The University of Maine’s is included below and available in the UMaine Editorial Style Guide. Please also include partner boilerplate below UMaine’s if necessary.

**About the University of Maine:** As Maine’s only public research university and a Carnegie R1 top-tier research institution, the University of Maine advances learning and discovery through excellence and innovation. Founded in 1865 in Orono, UMaine is the state’s land, sea and space grant university with a regional campus at the University of Maine at Machias. Our students come from all over the world and work with faculty conducting fieldwork around the globe — from the North Atlantic to the Antarctic. Located on Marsh Island in the homeland of the Penobscot Nation with UMaine Machias located in the homeland of the Passamaquoddy Nation, UMaine’s statewide mission is to foster an environment that creates tomorrow’s leaders. As the state’s flagship institution, UMaine offers nearly 200 degree programs through which students can earn bachelor’s, master’s, professional master’s and doctoral degrees as well as graduate certificates. For more information about UMaine and UMaine Machias, visit[umaine.edu/about/quick-facts](https://umaine.edu/about/quick-facts/) and [machias.edu/about-umm/umm-facts](http://machias.edu/about-umm/umm-facts/).