



Association of  
Immunization  
Managers



## 2022 Immunization Champion Media Advisory Template

Use the template below to create a media advisory if you decide to hold an event to celebrate your *Immunization Champion*. The advisory should answer questions such as the who, what, where, when, why, and how of the event. It should include contact information for your organization and should be sent out before the event and again on the day of the event.

### Media Advisory

CONTACT: Tom Jones  
Organization Name  
Phone: (XXX) XXX-XXXX  
Email: XXXXX@XXXXX.COM

**Contact Information** – Make sure to include your media or PR person’s information including name, organization, phone number, and email.

**We Have a Champion: [NAME OF YOUR DEPARTMENT] Holds [EVENT] as Part of National Immunization Awareness Month**

[CITY, State]—[NAME OF YOUR DEPARTMENT] is hosting [EVENT] to honor [INSERT NAME] with [INSERT ORGANIZATION] for being an *Immunization Champion*.

**WHO:** [LIST ANY VIPS AND OTHER ATTENDEES OF NOTE WHO MAY BE OF INTEREST TO THE PRESS. INCLUDE TITLES WHENEVER POSSIBLE.]

**WHAT:** [PROVIDE ADDITIONAL DETAILS ABOUT THE EVENT (I.E., WHAT ACTIVITIES ARE SCHEDULED, ETC.)]

**WHERE:** [ADDRESS OF THE EVENT LOCATION]

**WHEN:** [DATE AND TIME OF THE EVENT]

**WHY:** The *Immunization Champion Award*, given jointly by the [Association of Immunization Managers \(AIM\)](#) and the [CDC](#), honors individuals who are doing an exemplary job or going above and beyond to promote immunizations in their communities.

**CONTACT:** [NAME, PHONE NUMBER(S), AND EMAIL ADDRESS OF CONTACT]

For more information about infant immunization and vaccine-preventable diseases, visit <https://www.immunizationmanagers.org/> and [INSERT DEPARTMENT/ORGANIZATION WEBSITE, IF APPLICABLE].