**MEDIA ADVISORY**

**Kentucky’s Response to Ebola Case Audio LIVE News Briefing**

**For Immediate Release:** [DAY, MONTH, 20XX]

**Contact:** Beth Fisher or Barbara Fox

(502) 564-6786

**WHO:** XXX [Insert salutation (e.g., Dr.) NAME, TITLE, ORGANIZATION]

XXX [NAME, TITLE, ORGANIZATION]

XXX [NAME, TITLE, ORGANIZATION]

XXX [NAME, TITLE, ORGANIZATION]

*Example: Jane Doe, Secretary, Cabinet for Health and Family Services*

**WHAT:**  XXX [NAME OF EVENT]

**WHEN:** XXX [DAY, MONTH, 20XX, TIME XX:XX a.m./p.m.] (This meeting is open to the press.) Media availability at [TIME XX:XX a.m./p.m. EDT/CDT/EST/CST].

**BACKGROUND:**

Kentucky health officials [NAMES] will discuss Ebola planning and response concerns. Questions will be answered about the state’s plan for preventing the spread of Ebola, and what residents can do to prepare themselves and assist with official response efforts.

**SPECIAL INSTRUCTIONS:**

The Kentucky Department for Public Health (DPH) will conduct an audio news briefing about plans the state has developed in response to recently confirmed cases of Ebola in Kentucky via live telephone conference at **[TIME XX:XX a.m./p.m. EDT/CDT/EST/CST] today.**

You may connect to the conference by following these instructions. A touch-tone phone is required to participate.

* Dial 1-XXX-XXX-XXXX. When prompted, enter the pass code XXX [###]. Enter an asterisk (\*) before and after the pass code number.
* Upon connecting to the conference, you might hear music, even before the first voice prompt.
* You may input the pass code at any time, even before the voice prompt.
* If you cannot connect to the conference after repeated attempts, please call 1-XXX-XXX-XXXX for assistance.
* Unless you are speaking, please keep your telephone on “mute” to minimize background noise and distractions.
* If you do not have a mute button on your phone, you may [ALTERNATE INSTRUCTIONS].
* For more information on Ebola, visit the Kentucky Health Alerts website at www.healthalertsky.gov or call 1-XXX-XXX-XXXX.