

10 tips for a writing a media release

1. Date the Release at top of the page, e.g.
Media Release
22 November 2005
2. Below include the words
 - a. "For Immediate Release" if it is ready and in advance of event
 - b. If the information should only be available after a certain date – write the release date "Embargoed until 30 November 05"
 - c. If the information is to call to action to invite media to something in the next couple of days write "Media Alert"
3. Headline / Title – summarise the event in a catchy way
4. First & Second paragraph – provide essential information (what is your event about?)
5. The following information paragraphs should include lots of story angles and encourage good news pictures – e.g. credentials, unique qualities, scale, topicality, rarity, celebrity, awesome aspects.
6. Write in the present tense and avoid using opinions, qualifying adjectives, or overly descriptive prose – only use these in punchy quotes.
7. Write "ENDS"
8. Repeat title of event with Salient info – who, what, where & when plus details e.g. ticket prices, where to buy tickets, website address, alcohol free, adults only
9. Contact info – name, email, phone number and if you or the talent is available for interview/photos – make sure you or someone else are available to respond quickly to enquiries.
10. Try to keep it short & sweet – preferably no more than one page.