

## How to Write a Media Release

As news rooms across Australia continue to contract, media outlets are becoming more reliant on supplied content to assist their organisations.

The provision of media releases, photos and/or vision will enhance your capacity to secure mainstream coverage within newspapers, websites, radio and TV outlets.

Here is a basic media release template that will assist you in securing coverage.

### **Media Release**

Date

### **Headline**

The headline of a media release should be short and sharp and relevant to the story.

### **Opening Paragraph**

The opening paragraph is the key component of your media release and explains the crux of your story. It should answer the majority of: who, what, when, where, why and how. Try to keep the opening paragraph under 25 words – sometimes this can't be helped – and avoid using commas where possible.

### **Body**

The next paragraphs should expand on the opening par by providing more information and cover off on any of the who, what, when, where, why and how that weren't previously answered.

The body should be written in the inverted pyramid structure where the most important information is at the top of the release - and the least important is at the bottom – which allows the publication to trim it (due to space) without impacting the story or requiring a re-write.

Where possible, provides quotes from a person or people of note and source who is being quotes using their organisation, title and name in that order.

### **Ends**

It is customary to finish the release with –ends- so the media outlet knows it has finished.

### **Contact Information**

Always provide a contact with the line: "For further information:" and include their name, mobile and email (where applicable).

### **Media Notes**

Following the media release and contact information, you can provide a paragraph or two about the club, event or subject of the media release. This information will give the media outlet an overview of the subject matter, which isn't necessarily needed in the release, but does provided added background material.