



## WRITING A MEDIA RELEASE

### Preparing to write the release

---

**Preparation** is vital when it comes to writing an effective, attractive and enticing media release.

The closer you get to a media release that not only grabs the attention of those in the newsroom but and needs little work to turn into a story - the better chance you'll have of seeing it run.

#### Your preparation should include:

- **Writing down all the major points relating to your story.** In doing so, include information to get the media interested in your story, as well as the information the public needs to know.
- **Placing your points in descending order from most important to least important.** Do the first few points clearly explain the basics of your group's story, and are they attractive to the media?
- **Finding an angle or a point of difference to makes your story more attractive.** This is especially important if your community group is staging the same types of event or announcing the same types of news.
  - An example of this is a group staging an annual festival. For the media release, they need to think about:
    - What is it that is different about this year's event? Has it been revamped? Is it "bigger and better" than ever before?
    - What is planned that makes it unique from the previous one, and the one before that?
    - When possible find a human angle that makes a story more attractive

### Writing the Release

---

If the headline has got the media interested, then you need to win them over entirely in the first couple of paragraphs.

Here are 10 tips to make sure your release "keeps 'em reading".

- **Explain the WHO, WHAT, WHERE, WHEN, WHY and HOW of your story, and do it early on.**
- **Use the list points of interest you prepared earlier in descending order from the most interesting down**
- **Try to write the release in the way that you would like to see it reported.**



## WRITING A MEDIA RELEASE

- **Use clear and simple language with easy words. Avoid any jargon, acronyms or specialised terms or phrases.**
- **Make your release active and upbeat.**
  - Keep the subject interesting – one way of doing this is by using quotes which make the release more human and also more relevant.
  - Try and use quotes that add clarity or can sum up your release in a concise, lively manner. It also helps to put a face to your organisation.
- **Stick to the facts.**
  - Don't make outlandish claims that can't be backed up and don't oversell.
- **Highlight the benefits/achievements/positives.**
  - Explain how people will benefit from going to your event, donating to your cause, working on your project, etc.
- **Keep it short.**
  - Keep your release to a page or page and a half at most. In the end, if the reporter needs more information they can contact you.
- **Remember the vital details (follow the media release template to help with this)**
- **Check and re-check.**
  - Proof read your release, read it aloud and then have a friend or colleague do the same.
  - You may find typos or other errors while doing so, or it could help you edit your release and make it sound more interesting.

\*Please see the Food in the Colac Otway media release template to assist you in formatting your release ready to send to the journalist/s

[http://www.ourcommunity.com.au/marketing/marketing\\_article.jsp?articleId=1575](http://www.ourcommunity.com.au/marketing/marketing_article.jsp?articleId=1575)