OUTBACK ARTS
building creative communities

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WHAT IS A MEDIA RELEASE?

A media release is an editorial piece prepared by an organisation to inform the public. It remains one of the most effective methods to get your story through to the media. A media release is a document no longer than two pages, which details what your event or story is about.

WHAT MAKES A GOOD MEDIA RELEASE?

Be clear, consistent and concise.

This is accomplished by being well organised with all relevant information on hand. Keep in mind the overall purpose of the media release, what you want the audience to take away or remember after reading the article.

Make it news worthy.

The information should be timely. Other effective news values include, maintaining a local angle relevant to the news outlet and highlighting the prominence of a person involved, for example a headline performer. Think about and include what is the most interesting aspect of the event, something that makes it distinctive and unique.

Language.

Keep the text short and simple, using accessible, everyday language. Technical or highly academic descriptions sound boring and may confuse the reader. It's also important to avoid abbreviations and acronyms as the journalist and readers may not be familiar with your organisation.

Photo.

If you are attaching an image in the email include a caption and relevant credits. The caption should include the names of all the people in the photo and the person who took it. A great photo will more than double the chance of your media release being published.

Proof read.

Check, re-read and check again. Get someone else to proof read it and ask them what the key messages were.

Delivering your media release.

Email is best. Keep you file sizes small and attach the media release as either a word document or PDF. Check the content deadlines and be sure to send it in on time. It is a good idea to follow up with a phone call the next day.

TEMPLATE

Headline

The headline of a media release should summarise the subject matter in a way that it interesting and bold. It is designed to engage the reader and encourage them to keep reading. Be creative but keep it short.

Lead Paragraph

The lead paragraph follows the headline and it is essential is succinctly conveys the story. Check it includes: WHO did it? WHAT did they do? WHERE did they do it? WHEN did they do it? and of course HOW did they do it?

Extension Paragraphs

These paragraphs expand the subject matter of the lead and is where you start telling the story with key messages and hard facts. This is the body of the media release and it is critical to prioritse messages from the most important to the least important.

Write in the third person, using active language in short sentences. Short paragraphs also assist the reader to quickly digest the content.

Quotes

Use quotes, ensuring they are attributable. Capture the spirit of the thoughts expressed not necessarily word for word.

Last Paragraph

The last paragraph is the least important information and can include background information or a final summary of the essential details about the organisation, activity or person that is the subject of the media release.

Ends

Always finish the release with a clear "ENDS" so the reader knows it has finished and does not continue on more pages.

Contact Details

Make sure to include the contact details for the person liaising with the media.

TOP TIPS!

- Most effective media releases are kept to one page.
- One subject = one media release. Sometimes a project will provide the opportunity to write a number of media releases highlighting various messages, milestones or outcomes.

EXAMPLE

OUTBACK ARTS
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MEDIA RELEASE

Free Media Release Template, Now Available.

Day Month Year

Outback Arts [who] will launch a much needed media release template [what] next Monday [when] on its website as part of a collection of resouses available for free download. The template has been specifically designed [how] to meet the needs of busy and under- resourced artists and cultural organisations [why].

Outback Arts is lauching a dedicated resources page on their website www.outbackarts.com.au in 2020. The Media Release Template will be one of many print outs that will assist artistis and organisations to promote their work more effectively. "This simple tool is not easily accessible elsewhere so we hope it will be really helpful to anyone looking to get their news into the media", said Executive Director of Outback Arts, Jamie-Lea Trindall.

Other resources and templates to be made available cover topics such are marketing, event promotion and funding. Outback Arts is the regional arts development organisation for Western New South Wales, providing services and programs aimed to support all arts and cultural stakeholders across the region.

ENDS

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If you have any questions please contact Outback Arts, we're always here to help!