



Writing a Media Release

A media release is like a short newspaper article. You send it to media outlets to attract the interest of journalists.

What to cover?

- What – describe your event, announcement or achievement.
- Where & When – give relevant details of where the event is and when the event occurs (day and time).
- Who – who is involved? i.e. the group or individuals.
- Why – why is this an important event, announcement or achievement?
- Quotes – provide relevant quotes from the group's main spokesperson.

Tips – Writing a Media Release

Short	<p>Keep the media release to one page.</p> <p>Approximately, 5 or 6 paragraphs covering what, where, when, who and why?</p> <p>Create a great headline.</p>
Simple	<p>Keep the message simple.</p> <p>Don't use jargon or get too theoretical.</p>
Local	<p>Give your story a local angle.</p>
Photos	<p>Include good photographs (at least 300 dpi)</p> <p>Provide details of photo opportunities – the media outlet can film or organise photographs.</p>
Where to	<p>Send your media release to any and every media outlet you consider to be relevant to your story.</p> <p>Local newspapers – Cockburn Gazette, Cockburn Herald or The West, as well as television stations.</p>
When	<p>Research the news deadlines for your local media.</p>
Who	<p>Research who the media release should be sent to (name of the journalist).</p> <p>Provide contact details – just in case the media outlet needs further information or clarification.</p>

DISCLAIMER

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