

How to write a media release

A few pointers on getting your work out to the public!

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1. Have an interesting angle

Consider what will interest your audience – in this instance, the media – about your release. What is surprising, unique or noteworthy about this event? Forefront these interesting elements and tailor the ‘story’ to the relevant journalists or media outlets.

2. Keep it snappy

Your media release should be one page in length or less. The writing style should be active, succinct, creative and fact-based – and include high quality photos if you have them. Double-check your spelling and grammar, and get someone else to read over it before you hit send. A fresh pair of eyes is useful to ensure the release is legible and engaging.

3. Write a catchy headline

The headline and email subject line is what will determine if anyone will read your media release in the first place. Keep it short and exciting so that the reader wants to know more.

4. Identify the critical information

Structure your media release so that the most important information (who, what, when) is in the first paragraph. This is known as the inverted pyramid, where the critical information is the biggest section and up the top, with supporting information (quotes, facts, research) in the middle, and less important additional information at the end.

5. Include correct contact details

This one sounds obvious, but make sure the contact details on your media release are correct and will direct media to the best placed person to receive requests. For instance, if you know that you are regularly offline or unable to take phone calls, designate a publicist or someone to act as publicity officer to field enquiries for you.

6. Be strategic in your targeting

Know who you want to send your media release to and make sure that it is relevant to their interests (and to yours!). Create contact lists for different target markets and update them regularly.

7. Follow up

After you've emailed out your media release you can follow up with a phone call or personal email. Have the media release with you as a point of reference when calling, and consider what questions the journalist might ask you about your project ahead of time. You can also set up [Google Alerts](#) to monitor when your story is picked up by the press.

