

WRITING A MEDIA RELEASE

A Media Release is aimed at providing a 'hook' for media to generate a specific story. It should answer the following: Who, What, When, Where, Why, How much and How Many.

Consider the tone and style of the publication, website or station to which you are sending your press release. Is it serious, gossipy, mainstream or underground?

Put the strongest part of the news story in your first couple of paragraphs. **Do not let your release run over a page as most journalists will not bother to read it.**

Consider the end reader. What would inspire them to attend the event and what practical information would he/she need in order to attend or buy tickets?

Check and double check the release for date and spelling errors (especially of names), and factual inaccuracies. The mobile number of the person writing the release or a representative from the group should appear at the bottom of the page,

Writing for the media is different from writing for marketing. For example, don't use words like 'awesome', 'fabulous' etc as a statement of fact as you would in marketing.

Positive statements about your show must be attributed to someone (eg. your spokesperson) in the form of a quote.

RELEASE DATE

Usually media releases will be for immediate use, however there will be times when you want the press to know about something early but not actually print the information until after a specific date. In the top corner you should write:

FOR IMMEDIATE RELEASE:

Or to delay the release, write:

EMBARGOED TIL 9.00AM, 16 FEB 2020

HEADLINE

Your headline should be clear and simple. Don't try to be too gimmicky or funny. You want to catch someone's attention because the headline is strong, not because they don't understand the joke.

LEAD PARAGRAPH

Your lead paragraph must support the headline and contain the whole point of the story. This is where you answer the "who, what, why, where and when" questions. The quality of the first paragraph can determine whether the news release is used. It must stand on its own and serve as a concise summary of what you what you are doing.

BODY

Write the release in present tense and as you would expect to see it in print. Make sure your paragraphs are no longer than three lines wherever possible.

The following paragraphs develop what you have said in the first paragraph. Here you provide details of achievements, awards and all other points of interest and importance. Keep it simple, sharp and memorable, and to one major point per sentence.

Include background information on you and your show; journalists love funny, quirky or interesting details, elaborate on your introduction (in-house jokes or humour relating to religion, politics, culture or country should be carefully considered).

Use quotes to tell the story of the event from the performers, characters, director, artist or curator.

CLOSING PARAGRAPH

The final paragraph should provide interesting background information on you and your event. You can provide reviewers' quotes, information on when and where the event will occur and state that tickets can be purchased at FringeTIX.

Signify the document's end with:

-ENDS-

CONTACT DETAILS

Always include your contact details at the bottom of your media release, as in the following:

For further information, please contact:

Your name

Title

Tel / Mob

Email