Writing a media release

A media release is an essential aspect of any campaign to raise awareness about a product, issue or event. It informs journalists what is happening, so they can report on a promotion or event.

This sheet will help you to write a press release that will get the attention of journalists.

1. Create a short, simple and catchy headline. Use key words in the headline to quickly convey your message to the journalist. This will help separate your media release from the many others that are received.

2. Write a couple of paragraphs providing the essential information. Make sure you cover the 5 Ws so the journalist has all the information they need to write their report:
   - Who
   - What
   - When
   - Where
   - Why

3. Write your release using the third person; do not use ‘I’ or ‘We’. This adds formality and authority to your release.

4. Include a relevant quote, and details about who said it, in your release. This can be used by the journalist to add authority and interest to their news article.

5. Put the name and details of a contact person so the journalist can follow-up if they have any questions.

6. Ensure your release is no longer than one side of one page.

7. Put a date on the media release and distribute it to a variety of relevant media outlets.