

Write a media release

Sending a media release to local, state and national media can be a good way to tell journalists about your event, stunt or action.

If your media release is directed at news media, write in their style. Short, punchy sentences, a strong headline, good quotes are all important.

The inverted triangle method is a useful way to structure media releases. Always lead with the most important information right at the top, and include minor, background and less important info lower down.

- Your media release should be A4 at most.
- Include a short case study if you can – news stories in print media often include a case study as a breakout.
- Include your contact information (name, title, group name, mobile number, email, website).
- If you have key spokespeople available for interview, include their names and contact details too.

