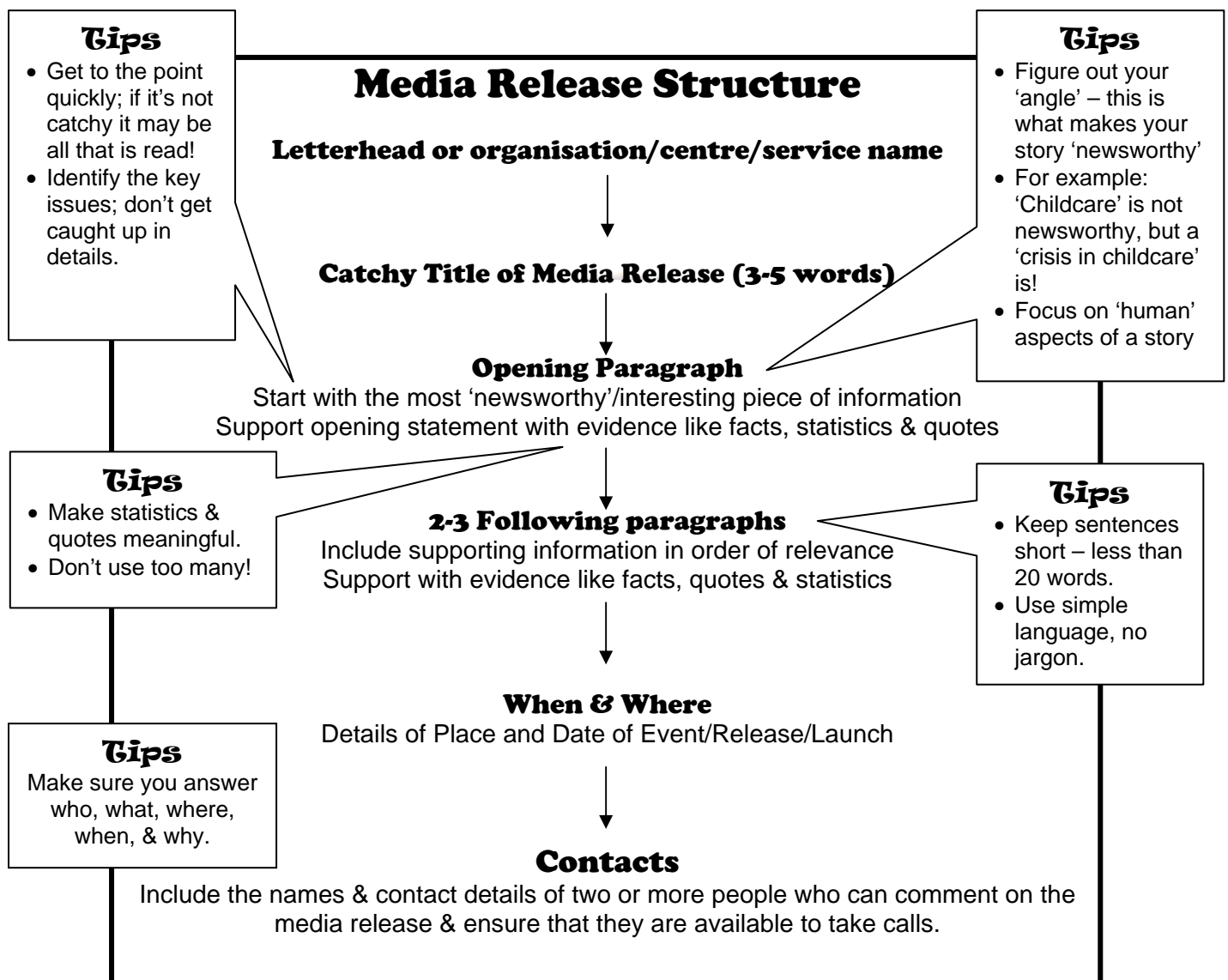


## Writing a Media Release

**A media release is your key to getting media attention for an issue, launch or event. Remember, you are competing with other issues and media releases so you need to stand out.**



### Tips

- Get to the point quickly; if it's not catchy it may be all that is read!
- Identify the key issues; don't get caught up in details.

### Tips

- Figure out your 'angle' – this is what makes your story 'newsworthy'
- For example: 'Childcare' is not newsworthy, but a 'crisis in childcare' is!
- Focus on 'human' aspects of a story

### Tips

- Make statistics & quotes meaningful.
- Don't use too many!

### Tips

- Keep sentences short – less than 20 words.
- Use simple language, no jargon.

### Tips

Make sure you answer who, what, where, when, & why.

### Layout Tips

- Double space text; no less than 12pt font,
  - Keep it short; 1 page only,
- Simple design; inc. letterhead/details of organisation/centre/person issuing release,
  - Check spelling & grammar,
- Read through to ensure it makes sense,
- Get someone else to proof read it also.

- Distribute to politicians, candidates, journalists, & peak bodies
- Personally address the media release
- Be aware of news deadlines
- Follow-up with a phone call