

Want to know how to nail a media release? We'll we've got you covered.

A media release is a written or recorded communication sent to the media for the purpose of announcing something newsworthy. Remember it needs to be newsworthy to the wider community and not just within your organization (run it through the beep test first). A well-crafted media release can be a powerful and free tool for getting your message out to the public. So, how do you write a media release that has impact?

1. **Be Pitch Perfect**

Your headline should be attention-grabbing and convey the most important information upfront. Strategically, think about your pitch and keep it fresh and dynamic, rather than just a statement of information (this is not enjoyable for the reader, aka ho hum and delete). Ensure your tone of voice follows your brand personality and brings life to your release (it doesn't need to be as dry as toast). Quotes will help convey personality to your writing, so weave them throughout.

2. **Tell a story**

Become a storyteller through your writing. Take the reader on a journey and bring them along for the ride. A regurgitation of stale information and literal facts will not evoke emotion or connection to your message.

3. **Keep it concise**

A media release should be no more than one page, so be sure to get to the point quickly and avoid unnecessary details. If it adds no value to the reader, remove it.

4. **Use quotes and bring personality**

Including quotes from relevant sources, such as project partners or experts involved in the announcement adds credibility and personality to your release.

5. **Include a call to action**

Encourage readers to take some sort of action, whether it be attending an event or visiting your website for more information. However, don't be "too salesy" or the media will run a mile. Your pitch should be delivered as an independent news article, not an advertisement or advertorial.

6. **Double check for errors**

Nothing undermines the credibility of a media release like spelling and grammar mistakes, so be sure to proofread before distribution. Ensure every word has a purpose and remove redundant words or repetitious phrases.

7. **Ensure you have authority**

Be certain you have the authority within your organization to provide information to the media including sensitive information. If you are unsure, check! Do not share confidential or controversial information that may be more of a PR risk to your organisation. Best practice will see you circulate a draft of your material with others before distribution. Take on board their comments and suggestions in a final edit.

Also obtain written permission from any individuals in supplied images. This ensures you have the authority to share the images with the media and be used for such purposes.

8. **Follow up for success**

You will experience rejection in the world of PR, so make sure your pitch is written correctly for the right channels. Tailor it accordingly. You may need more than one release for the same announcement.

Always keep persisting and follow up with the editorial team. Remember their inbox will be pinging all day and they may need a gentle message to see if they need additional information? If you're still unsuccessful, perhaps change the angle and try again.

Remember, no one cares about you raising \$5000, they care about the impact that \$5000 had and the people whose lives it changed for the better. That's how you angle your pitch.

9. **Showcase PR material**

When you do achieve success, showcase the exposure everywhere, tagging the media, and using it for content across all your channels (offline and online). If you don't spruik it yourself, no one else will.

And in summary....

You are aiming to craft a release that's attention grabbing, engaging and adds value. It should be eye-catching to the editorial team and simultaneously be effective at getting your message out to the public.

Good luck and have fun throughout the process.

To assist, we've created a broad-base template which is designed to be extremely universal, so be sure to spice it up with your own flavour. In other words, you'll need to bring the personality.