

Writing a Media Release

From the folks at Fundit.ie

Need to get the word out about your project? We're not talking about your friends, family or immediate social network here, we're talking about the general public. All those people that don't know about your project but should. How can you communicate with them? Think online features platforms, newspapers, magazines, podcasts, radio stations ... even TV. How can you get very busy journalists or producers to take your project seriously or even read your email? The answer is an engaging Media Release. Check out our tips below which will help get your message noticed.

Writing a Media Release - FAQ's

What is a Media Release?

A media release is one of the most effective ways to communicate your story to the media. It can help you to create coverage that will enhance your reputation and get word out about your current/upcoming projects. Written in the third person it is based on fact not your own opinion.

Before I start writing my Media Release what should I think about?

There are a number of things to consider. Is your story fresh enough for the media in which you want to place? Will your story be of interest and prompt a reaction from consumers i.e. call to action or comment? How can you tell your story in the most compelling way that will be attractive to a journalist? Will your story clash with any other stories you are aware of on the day? What other topically news stories or events might connect and provide the crucial hook for your own story? All of the above will shape your approach as you begin writing.

What are the key things I need to include?

You should include all the information relevant to your story. This isn't just random thoughts on a page but an accurate, detailed and structured overview of what you want to communicate. This gives a journalist an understanding and an easy to digest insight of what your story is about and your angle.

I've written my Media Release, now what do I do?

It's time to do some research. Consider your project and the people that might be interested in it i.e. who is your target funder?. Ask yourself - How old are they? What publications or platforms do they use? Where do they read their news? You should now have a list of news platforms, publications, radio stations etc. Online you will find many news sites have dedicated email addresses and news desks to receive media releases. Build a media list including journalists and radio/tv producers that you may have interacted with the past, journalists that write features relevant to your work and send your media release to them.

When should I send out my Media Release?

Typically between 10.30-11.30am on a week day is an ideal time to send out a media release. Do not send it out after 2pm unless it is a big or breaking news story. Saturday is the worst day of the week to send out a release. Establish when publications and platforms have their deadlines for receiving copy. Establish which radio stations involve discussions of arts/current affairs and subject areas that are relevant to your project and target media releases for landing in good time.

What else can I do with my Media Release?

Use your text to create a news piece on your website. Share your news site post on social media and tag relevant profiles who have significant followers. DM public figures who you think might be interested in your work and offer to send them further information.

I haven't heard anything back?

Often Media Releases are sent out into the universe and nothing is heard again. If you have a journalist's email address follow up with an email offering to have a chat to tell them more about the project. Follow up with each person you have sent the media release to. Call the news desk and see if there is someone available to talk about your project. Don't give up, perhaps a national news station may not be interested but your local station may be. As you begin to build connections it is also good to practice your 'press pitch'. Always ring the local radio station and offer yourself for interview - don't wait for them to come to you.

Template for writing a Media Release**A 'Catchy' Headline**

This is the first thing a journalist will read so you better make it count! Journalists are bombarded with content and you only get one chance to make an impression.

Top Tips:

- Make it is short and catchy
- Use active language
- Keep to the present or future tense so it's current
- Keep it simple and avoid complicated language

Detailed Lead Paragraph

A good media release answers all the important questions in this section as typically a journalist will only read the headline and the first paragraph. Address the following: Who is your story about? What happened? When did it take place? Where was it located? Why it happened?

Top Tips:

- Condense all the critical information into 2-3 sentences
- Ensure it is interesting to the journalist without straying from hard details
- Include how this will benefit those involved

Body of Release

Here you can extend on the information you provided in your lead paragraph. Include quotes from relevant parties that are reflective of your story

Top Tips:

- Always write in the third person keeping in mind it is not your opinion being presented
- 8-10 word sentence are clear and simple to understand
- Put information in descending order of importance
- An additional two paragraphs maximum is sufficient

Contact Information

Include a sentence 'For further media information please contact:' and include a contact name, email and phone number. If you have high resolution images available include 'High resolution images available on request'.

Notes to Editor:

This information will provide additional information about you and your work e.g. your biography, list of past exhibitions, links to your website.

Style Tips:

- Always use 1.5 line spacing and Times New Roman (or an other well used font)
- Always type the headline of the media release in the subject line of the email
- Always type the main text of the media release in the body of the email
- NEVER attach a Media Release to an email - it will never be read

Media Release Template:**MEDIA RELEASE****XX [MONTH] 202X****EMBARGO XX [MONTH] 202X**

**[CATCHY HEADLINE WRITTEN IN CAPITAL LETTERS THAT
IS ALSO USED FOR SUBJECT LINE IN EMAIL]**

XX [MONTH] 202X: Today, [Project Creator name] announced the launch of his/her crowdfunding campaign. Continue with 2-3 sentences outlining the Who? What? Why? Where? When?

Body of Release outlining further information including quotes. Maximum additional two paragraphs.

[Project Creator name] on the announcement stated: *"I am very happy to be...."*

High resolution images available on request

ENDS

For further media information please contact:

[Name of Contact]

[Email]

[Telephone]

Notes to Editor:

[Project Creator] Biography