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How to Write a Media Release

What is a Media Release?

A media release is a news story.

Newspapers, radio and television stations (media) use media releases to tell people other people's news.

There are lots of ways to tell the media what is happening in your group.

Writing a media release is still the best way to tell them about an important event or issue.

It doesn't cost anything, and doesn't take too much time to write.

People who work in media get a lot of media releases every day.

If you want your media release to be used, you need to make sure it is written well.

If the headline and the first paragraph are good, then your media release will be more likely to be noticed.

They are the most important parts of the media release.



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If you want your media release to be used by the media, try these tips.

- **Keep it short and to the point**

Keep your sentences and paragraphs short.

Most media releases use about 300 to 500 words.

- **Write clearly**

Use plain English so that your reader will understand what you are writing.

For example, write 'National Disability Insurance Scheme' instead of 'NDIS'.

Don't use first person language like 'I said' or 'we did' – you need to write your media release as though you are writing about someone else.

Your media release will be easier to read if you use quotes from people you are writing the story about.

- **Be accurate**

Make sure your facts are right and check your spelling with a spell checker.

Write the date you wrote the media release at the top.

- **Make your media release easy to read.**

Your media release should be interesting.

Use words that are positive.

- **Make sure it has all the information you need**

Write the contact details for your group.

Make sure you write down the phone numbers you need for people to contact you at night or on a weekend.

Journalists might want to call you after the office is closed – that means your story has a better chance of getting published.

What makes a good media release?

- The **heading** should tell you about the story in six to eight words.
- The first paragraph should always tell you **WHAT** will happen, **WHERE** it will take place, **WHO** it is happening to, **WHY** it is happening, **WHEN** it will happen, and **HOW** it will happen.
- Start with your **most interesting** point and finish with your least interesting point.
- Keep the media release **short**, less than one page.
- **Write the names** of the staff you need your media release to get to at the top of the release. That might be an editor, journalist or a chief-of-staff.
- Make sure the **name, address and contact numbers** for your group is at the bottom of the page.
- If your media release is about an event, **send the release at least two weeks before** the event.



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- Always **follow up** sending a media release with a phone call. Don't talk for a long time and make sure you tell the main points of what your release is about.
- Newspapers like to use **photographs**. Think of what kind of photos they could use and tell them when they can come and take a photo and where. You can write this at the end of your press release.

When you have written your press release, send it to those listed in your media contact book. You can find the details of newspapers, radio and television stations on the internet or in a media directory from a large bookstore.



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Sample Press Release

Amputee Forum Connects People with Limb Difference

August 10, 2015

PERTH, WA: Amputees and people with limb difference across WA will come together in August at Perth's first Amplified forum to share information, network and learn from leading clinicians and amputees.

The event is part of a National Disability Insurance Agency funded project run by People With disabilities WA in conjunction with Limbs 4 Life Inc. The project aims to fund and connect twenty peer support groups run for and by people with disability.

Limbs 4 Life CEO, Melissa Noonan, says that the event provides a fantastic opportunity for amputees and people with limb difference to network amongst their peers.

"The Amplified forum will also give amputees an insight into prosthetics and future opportunities," she said.

"With new disability reforms and funding opportunities for amputees happening in WA, it is a great time to find out what's available under the new scheme."



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Limbs 4 Life is a Victorian based organisation that provides peer support and information to amputees across Australia, and Melissa hopes that amputees in WA will develop their own peer support model.

“We think that amputees and people with limb difference are the experts in our own lives, and we have valuable information to share with each other,” she said.

The Amplified event is open to amputees, adults and children with limb difference, their families and supporters. The event will be held on Sunday 23rd August, 2015 at the Niche, 11 Abedare Street, Nedlands. Tickets are free and available at www.xxx

For further information, please contact: Melissa Noonan, Limbs 4 Life,

Photo Opportunity: There will be a photo opportunity on Saturday 22nd August at xxx

Image – Melissa Noonan (CEO, Limbs 4 Life), Samantha Connor (PWdWA) and Fiona Waugh (Limbs 4 Life)



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Image description – three women are standing or sitting in front of a banner which reads ‘Limbs 4 Kids’.

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New and Existing Support Group Development, Telephone Information Line,
Information Forums, Facilities and Equipment Hire

On-line Directory of Support Groups and Community Organisations, E-News

People With disabilities WA:

1/37 Hampden Road, Nedlands WA 6009

Telephone (08) 9485 8900 Rural Freecall 1800 193 331

Email: info@pwdwa.org Web: www.pwdwa.org