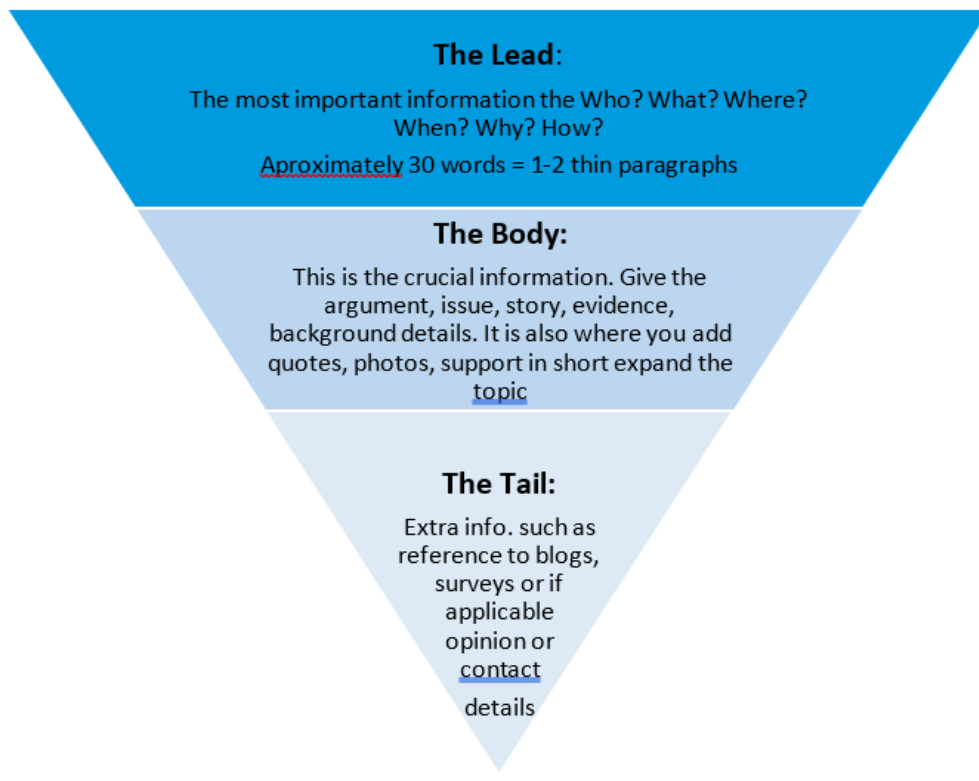


Media Release Template

Tips for writing a media release

A media release tells a story in a different way to some other forms of communication. When writing a media release, you assume from the beginning that the reader may not finish the piece, you have to get the important information in front of them at the outset, thus the inverted triangle.



- Insert the date the media release was written and an embargo date if that applies
- Delete adjectives (describing words)
- Always include your name and contact details – whilst they might not use your story now, they may come back to you at another time
- Double check dates, times and locations if there is an event and ensure these are clear
- Include a picture or photos to add interest and be sure to name any person who may appear in the photo from left to right and any photo credits
- Keep the media release to one page only



Community Planning Program Toolkit

Media release template

Author name	
Contact details	Mobile phone: Email:
Date article created	
Embargo date (If applicable)	
The lead (Who, what, where, when, why, how) 30 words approx.	
The body of article including a call to action	
The tail (References, blogs, surveys, contact details if applicable)	