

Media release tips

Use your business's letterhead. Try to keep the length of the media release to no more than one page.

Include:

The date

The term 'media release'

A headline

Quotes from a spokesperson

- You may like to use quotes from a customer or visitor

Contact details for the media

In a footer, you may like to include a one-sentence description of your business and the link to your website.

In the writing, use:

News-writing style

Be factual and put the most important information first

Proofread and proofread again

Save your media release as a PDF before distributing, and ensure it has a file name that is professional and appropriate for sharing.

But first - ask yourself:

Does your story need a full media release?

Can you capture the story in 1-3 sentences and email that in a short pitch to a journalist instead?

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