



FRRR

Foundation for Rural
Regional Renewal

Tips for a media release that gets noticed

Media releases are a great way to draw attention to your organisation's projects and achievements, increase support and generally open doors! However, news desks can receive hundreds – even thousands – of releases each day, so to make yours stand out, here are ten top tips.

- **Think like a journalist:** Find the 'news angle' to your story. What is relevant, or different about it? What will the end result be? Who benefits, and how?
- **Grab attention:** Craft your headline to express benefits and grab attention. If you're stuck, search online for inspiration. See what's making news and try to link to it.
- **Use newspaper style writing (the inverted triangle):** Tell the story by starting at the pointy end, but cover all the bases, i.e. answer: who, why, what, where, when and how in the first few sentences, just like they do in newspaper articles.
- **Keep it simple, keep it short:** A media release can be half a page, and should never be more than two pages. Sentences should be no longer than 25-30 words – at most. Paragraphs should be only one or two sentences. Write for "scan-ability".
- **Know your audience:** Tailor the release to the people you want to reach - both the journalist or editor and those who you want to do / think / feel something after reading your story. Use the language they use.
- **Edit ruthlessly for clarity:** For each sentence, ask yourself 'So what?' and remove it if there is no good answer. Change all passive words to active words and remove all unnecessary words.
- **Use quotes, but use them wisely:** The essence of a good quote is one clear idea. Use them to explain or expand on facts already introduced, or to comment or add colour or depth to your story – to help bring it to life. Use them to endorse or prove a point, rather than introduce key facts. Always introduce the person making the quote (give their name and role) before quoting them. Make sure they have some authority (such as your President) or are an 'expert' before you include them.
- **Cover the basics – and look professional:** Even if you've never sent out a release before, you can still look like you know what you're doing, simply by formatting a release professionally. Make sure to include:
 - Your contact information for enquiries
 - Your website address (footer or centre bottom) and/or brief summary of your organisation.
 - Leave plenty of white space and use bullet points to display lists or complex information.
- **Imagery:** It's an old adage, but so true: a picture is worth a thousand words. If you have a good, high resolution picture, include it.
- **Be available:** Make sure whoever's contact details are on the release will be contactable when it is distributed.

If you have any questions, email news@frrr.org.au and we'll be happy to help.