

Template media release and media release writing tips

Media release writing tips

- Headline should be punchy and attention grabbing
- Lead paragraph should include the most important point
- Use quotes throughout to make it personal and human – make them colourful to encourage media to use them
- Include a case study to make it human
- Use any relevant data or other evidence to support your arguments
- Ideally keep each paragraph to two lines only
- Keep it short. The media release should be no longer than one page

Media release template

[INSERT ORGANISATION LETTERHEAD OR LOGO]

[Insert date]

[Insert headline]

[Insert body of media release]

Example media release

