**WRITING A MEDIA RELEASE**

A media release aims to hook journalists, producers and editors into generating a specific story.

When writing your media release consider:

• Imagine you are being interviewed. Your release should answer the following: Who? What? When? Where? Why? How much? How many?

• Consider the tone and style of the publication, website or station to which you are sending your press release. (Serious? Gossipy? Mainstream? Underground?)

• Put the strongest part of the news story in your first couple of paragraphs. Do not let your release run over a page as most journalists will not bother to read it.

• Consider the end reader. What would inspire them to attend the event and what practical information would he or she need in order to attend or buy tickets?

• Check and double check the release for date and spelling errors (especially of names), and factual inaccuracies. The mobile number of the person writing the release or a representative from the group should appear at the bottom of the page.

• Writing for media is completely different from writing for marketing. For example, don’t use words like ‘awesome,’ ‘fabulous’ etc as a statement of fact as you would in marketing.

• Positive statements about your show must be attributed to someone (e.g. your spokesperson) in the form of a quote.

**Release date**

Usually media releases will be for immediate use, however, there will be times when you want the press to know about something early but not actually print the information until after a specific date. In the top corner you should write:

FOR IMMEDIATE RELEASE:

Or to delay the release, write:

EMBARGOED UNTIL 9AM, 20 FEB 2011

**Headline**

Your headline should be clear and simple. Don’t try to be too gimmicky or funny. You want to catch someone’s attention because the headline is strong, not because they don’t understand the joke.

**Lead paragraph**

Your lead paragraph must support the headline and contain the whole point of the story. This is where you answer the “who, what, why, where and when” questions. The quality of the first paragraph can determine whether the news release is used. It must stand on its own and serve as a concise summary of what you what you are doing.

**Body**

Write the release in present tense and as you would expect to see it in print. Many journalists aim to write their news for a twelve-year-old audience, so make sure your paragraphs are no longer than three lines wherever possible.

The following paragraphs develop what you have said in the first paragraph. Here you provide details of achievements, awards and all other points of interest and importance. Try to keep it simple, sharp and memorable, keep it to one major point per sentence.

Include background information on you and your show; journalists love funny, quirky or interesting details, elaborate on your introduction (in-house jokes or humour relating to religion, politics, culture or country should be carefully considered).

Use quotes to tell the story of the event from the performers, characters, director, artist or curator.

**Closing paragraph**

The final paragraph should provide interesting background information on you and your event. You can provide reviewer’s quotes, information on when and where the event will occur and state that tickets can be purchased at FringeTIX.

Signify the document’s end with:

-ENDS-

Contact details

Always include your contact details at the bottom of your media release, as in the following:

For further information, please contact: Your name Title Tel / Mob Email

Keep the media release to one page maximum!Adelaide

**WRITING A MEDIA RELEASE: EXAMPLE**

ADELAIDE FRINGE MUSCLES UP FOR ANOTHER STRONG YEAR

Adelaide Fringe has shown continued strong growth for yet another year, with at least 750 events registered to take part in the festival from Friday, February 18 to Sunday, March 13.

Adelaide Fringe Chair Judy Potter announced the number of registrations at a special event today to unveil the festival’s 2011 poster.

“Adelaide Fringe is the largest arts festival in Australia and continues to grow, as evidenced by our fantastic number of event registrations,” Judy said. “In 2011 we look forward to welcoming more than 750 events, a 65 percent increase in event registrations since 2006.”

Adelaide Fringe’s 2011 poster created by 31-year-old Bulgarian designer Kamen Goranov is as strong as event registrations, featuring two wild characters made up of a collage of photography, stencil, paint and computer-generated imagery. Kamen’s prize includes a $1000 Flight Centre voucher.

“I’m so happy my poster will represent Adelaide Fringe,” Kamen said. “The inspiration for my design was to create an ironic, sarcastic and humorous image combining different elements, using mainly a collage technique. As Adelaide is situated on the coast I gave both characters some marine attributes, a ship tattoo for the king and octopus arms for the queen. My intention was to create some weird, strange icon but with some attributes, like the two crowns, that identify them as king and queen.”

Adelaide Fringe Director and Chief Executive Greg Clarke said like many Adelaide Fringe events, the two characters defy classification.

“Adelaide Fringe is about diversity and our alternative king and queen embody this,” Greg said. “Kamen’s entry was chosen as his characters capture the spirit of Adelaide Fringe – they are different, imaginative, diverse, to some strange, to others playful and out of this world.

“Adelaide Fringe has often received national and international entries, but this is the first year someone from overseas has won. Adelaide Fringe is a world-renowned arts festival that attracts artists and audiences from all over the globe, so we’re happy to welcome an international designer to the family of Adelaide Fringe poster competition winners.”

For more information contact: Michelle Read / Publicist / (08) 8100 2000 / 0411 111 111 / m.read@adelaidefringe.com.au

- ENDS -