

Guide to the perfect media release

Here are some essential steps to follow to help your clubs' stories get published by the media

1

Presentation

- * Identify it as a media release on the top left.
- * Date it top right.
- * Use a catchy headline.
- * Use one side of the paper only and keep to one page when possible.
- * Check for spelling and typos.

3

Photos

- * Sending photographs will increase your chances of generating some coverage.
- * Good quality photographs make all the difference when you're trying to spark media interest.
- * Sometimes a photo on its own with a description (aka 'a caption') can be a good way of gaining some coverage. If the photo is memorable and striking, it could be all you need.

2

Information

- * Who, what, when, why, where and how?
- * Use short paragraphs, clear sentences.
- * Use simple terminology.
- * Your first paragraph should be short and punchy. It is the story in a nutshell.
- * Use present tense and active language.
- * Include important facts and statistics, but don't overload.
- * Use quotes to support your release.
- * Have someone proof read your release.

4

Contacts

- * Provide a contact telephone, mobile and email address for more information.
- * Make sure the contact person is available and returns calls promptly.

Here are some essential steps to follow to help your clubs' stories get published by the media

5

The media

- * Identify it as a media release on the top left.
- * Take time to find out how they prefer to receive information (email/phone/fax) and what their deadlines are.
- * Don't be pushy, instead willingly provide information and be prepared to assist the journalist in their pursuit of a story.
- * Follow up your release with a short phone call: "I just wanted to ensure you received our release and let you know we are available to help you in anyway possible."
- * Develop a relationship with the journalists you regularly deal with.

DISCLAIMER:

Information is for guidance only and does not constitute formal professional advice. As such, no reliance should be placed on the information contained in this toolkit. Where specific issues arise in your organisation advice should be sought from the relevant expert(s) as necessary.