



The Art of Writing an Ace Media Release

in 4 easy steps

1. **Identify your lead** – (this is the first sentence of your media release)

- you have won an award or achieved success for something you believe deserves public recognition OR your organization wants public support for a cause
- What's the first excited thing you tell your friend or spouse about it?
- This is your lead.

2. **Write your first paragraph**

- Write your lead in three lines – maximum!
- Get straight to the point
- Remember this – the journalist has no interest in promoting you or your organization. They are interested only in the news value of your story.

3. **Finish your media release** in no more than six – 6 – sentences

- The rest of your media release should tell your story as succinctly as possible
- Ensure you identify who, what, when, where, why
- Do not use more than one page – or equivalent if emailing your media release.

4. **Layout**

- Date and headline your media release
- Use one sentence per paragraph, with a space between each paragraph
- Make sure you include your contact person's name and contact number
- Make sure all names, places and contact details are named precisely and spelled correctly.

www.mpowermedia.com.au