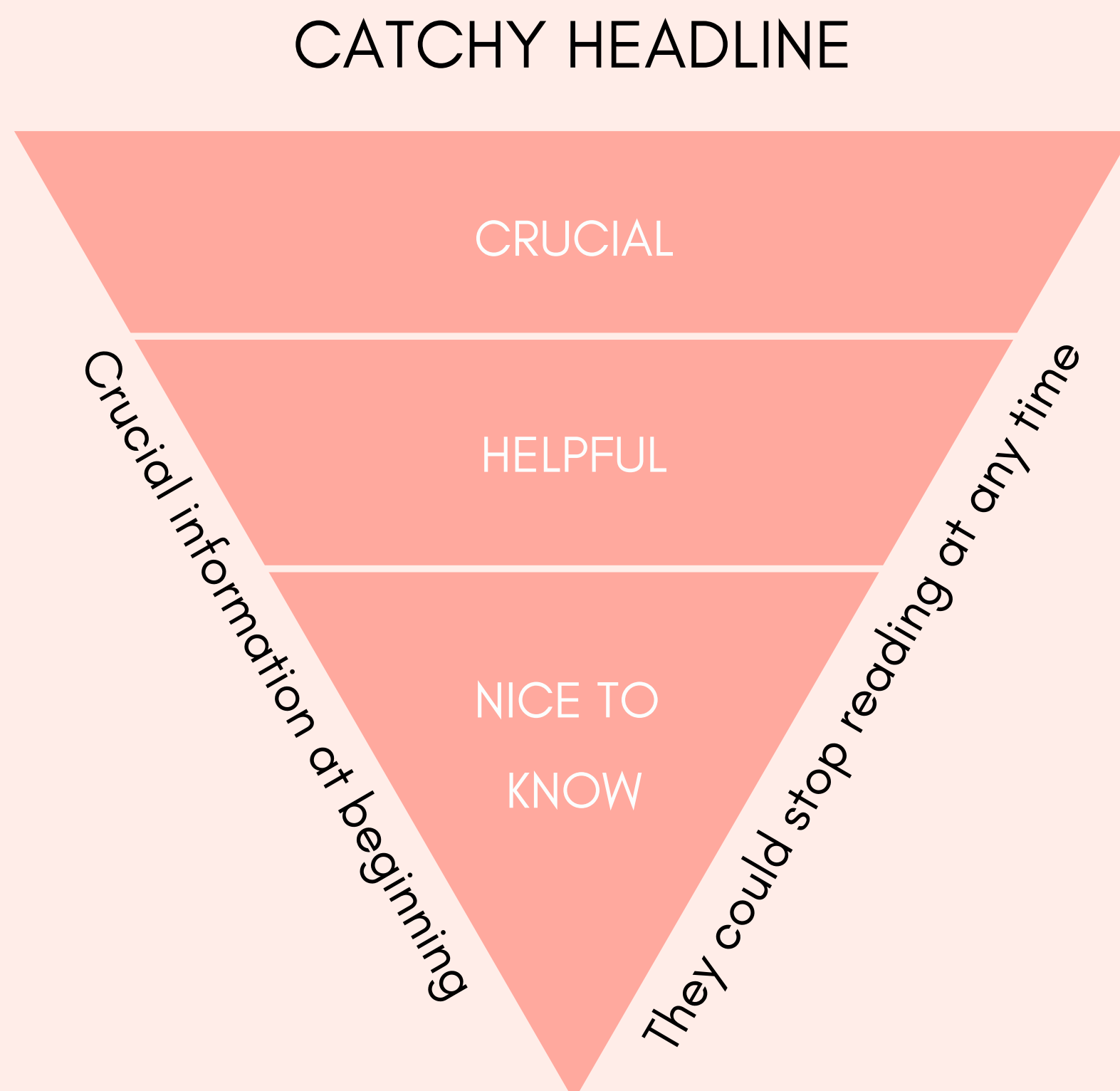# HOW TO WRITE A MEDIA RELEASE

Media releases follow the same basic template every time. Once you master this formula, writing a media release gets easier and easier!

Media release components

CATCHY HEADLINE

CRUCIAL

HELPFUL

NICE TO KNOW

Crucial information at beginning

They could stop reading at any time

- Headline: which is just that, a snippet that gives the reader an understanding of what the newsworthy announcement is
- Sub-header: a summary of the news
- Date and city line e.g. Wollongong, 3 November 2014
- First paragraph: who, what, when, where, why, how
- 2-3 additional paragraphs adding depth to the story
- Quote from someone involved in the news
- Information about the company
- Contact information {boilerplate}

LBPR

EST. 2013

Other information you need to know

- "For Immediate Release" tells news outlets that you want them to run this piece immediately, and the media contact is the person that you want the news outlets to follow up with if they want to do a deeper dive on the story
- Make sure the person you put as a media contact has the ability to field media enquiries. If your media release goes viral, you don't want media calls and emails to go unanswered. You could be missing out on valuable additional {free} exposure
- Information about the company usually resides in the Notes to Editors section of the media release; this means journalists can refer to it if needed as background, but it is not essential to the story.

How to write a media release boilerplate

After reading your boilerplate, a journalist, blogger, or consumer should understand what your company does. Aim to address these questions in about 100 words:

- Where is your company, and when was it founded?
- What do you sell?
- Where can people learn more about you?

As the name suggests, always boil it down. Once you write what your company does, see if you can say it in fewer words.

Don't include any opinionated claims, like "Company X is the leader/best/most awesome business to deliver Y solutions."

Keep it factual. If you have won awards, you can mention it in the boilerplate.

Boilerplate template

XYZ Company is an [City, State] based company that provides [Products] to [Customers, Target Audience]. Since [Year You Started], XYZ Company has consistently [Value Proposition]. XYZ Company is [Key Fact e.g. award win]. For more information on XYZ Company, please call [Phone] or visit [Website].