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media release template

Use our Media Release Template as a guide to write the content of your release. Remember, every Media Release needs editing, so make sure you proof-read your content

Write a clear headline to hook your reader!

Your headline is your first hook to capture a journalist's attention. Make sure that your headline is **short and to the point**, stick to a single sentence (90-120 letters max). It is best to come back to the headline once you have the body of your release ready. Write your headline to answer the question: "Why should journalists read the rest of my release?"

Company/Organisation Name: Put the name of your organisation at the top of your media release.

Opening Paragraph to engage your reader

Your lead paragraph needs to include all the main points of your story – who and what. It should wrap up the essence of your story and confirm the first spark of interest of your reader. **Journalists may only scan the first two sentences to see if the release is relevant** to them your story, they will contact you.

Body Content to give all background information

Write your content using the inverted pyramid structure where the most important information is at the top of the release and the least important at the bottom. It should touch upon the 5 W's questions (who, what, where, when and why) and how of your story. 87% of journalists prefer a release to be 400 words or less.

Use a quote to add colour and/or human angle to your story. Always give the name and title of the person quoted. It is the only part of the press release where you can write in the first person.

- 47% of journalists prefer to quote experts or specialists
- 84% prefer to include quotes from a spokesperson
- 9% to quote the CEO

If you decide to add facts that justify your position or explain the features of a new product that you are launching, be sure that you reference your sources. Include website links and additional documentation to back up the information in the release.

Keep in mind that journalists are time poor and are turned off by too much copy. Keeping your release short, with **bullet points, is preferred by 81% of journalists.**

Boilerplate Contact Details: updated and double-checked

Include all the relevant contact details for your company spokesperson. Give them the choice of email or phone, depending on their preferred contact method. Your spokesperson needs to be available at any time, ready to take journalists enquiries. Double-check your contact details: if the journalist likes your story, they will contact you.

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Get started by entering your release copy below. We have added some helpful tips along the way to crafting your release.

[Enter your Company/Organisation Name here]

[Enter your headline here]   *TIP: Create a clear and catchy headline to hook your reader. You may want to leave this to last.*

Need some inspiration? Think of your headline as answering the question 'Why should journalists read the rest of my release?"

[Enter your opening paragraph here]   *TIP: This paragraph needs to wrap up the essence of your story. Ask yourself "What is the most important news angle and what would get your audience interested?" before writing this.*

[Enter your body content here]   *TIP: Use the inverted pyramid structure where the most important information is at the top of the release and the least important at the bottom. Keep in mind that journalists are time poor and are turned off by too much copy. Keeping your release short, with bullet points is preferred by 81% of journalists. Need some inspiration? Use a quote to add colour and/or human angle to your story.*

[Enter contact details here]
TIP: Make sure you enter the relevant details for your company's spokesperson here. Include a choice of email or phone, depending on their preferred contact method and double check to make sure these are correct.