

# Sample Media Release

HEADLINE APPEARS HERE

*(make this attention-getting and interesting to your target reader)*

Contact Person Name

Contact Address

Contact Telephone

Contact Fax Number

Contact Email Address

RELEASE DATE (include date & time if not FOR IMMEDIATE RELEASE)

City and State -- First paragraph should contain the most important information about the release. This may be the only paragraph that people read, so pack in as much information about who, what, where, when, why, and how into this paragraph. This paragraph provides essential information on the subject. Your contents and style of this paragraph will determine whether or not the reader will continue to read.

The second paragraph contains secondary information. Put your next-most-important details here.

Subsequent paragraphs contain decreasingly important information. If you need "filler" for your release, or want to put a human perspective on your subject, then be sure to include quotations from key individuals. Here, with the person's approval, you can put words in someone else's mouth; be sure to get your quote approved by the "source" before placing it in a media release.

- MORE -

(use if you have another page(s))

**Place Related Title – Page Number** here

The last paragraph can contain standard information on your organization and any last details you might want to provide. Notice how this paragraph started on the next page. Avoid splitting paragraphs among pages to keep the “flow” of the release tight.

*Place a*

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or

**END**

*at the end of your media release to indicate the end of the release.*

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## **Ten Tips for a Successful Media Release**

- 1) Be truthful.
- 2) Be interesting.
- 3) Be concise.
- 4) Proofread. Have a good writer or two review your release or prepare it far enough ahead of time to set it aside, then give yourself a “fresh look” at the material. Typos or misspellings will only make you and/or the organization look amateurish.
- 5) Use your letterhead on page one and plain paper for other pages.
- 6) For a printed release, staple multiple pages together.
- 7) For a printed release, consider using colored paper to get attention.
- 8) Distribute the release to the right person. Make sure your media contacts list is current and accurate.
- 9) Time your release appropriately. Know the media’s deadlines and be sure to provide the information in advance.
- 10) Make your event release visually interesting. Send or deliver printed releases in an interesting package or envelope. Include/attach photos or other attention-getting items.