

Club Media Release Tips & Tricks

What is a media release?

A media release is a publishable news story for use by local media outlets. It is a useful tool to promote your club, a project or cause to the wider community. You might consider distributing a media release to promote a coming event, game results, a club success story (such as a player going further afield), or calling for volunteers.

A media release should make it as easy as possible for media outlets, who are often time and resource poor, to publish your news. This means it should include everything they need to know. If you're planning on sending media releases regularly, it's a good idea to touch base with the local journalists first to establish a relationship and so they can keep an eye out for your media release (they receive hundreds every day). Providing a high-quality image will greatly increase your chance of your media release getting published.

Header

See below format of header (include the club's logo top right or submit on club-branded letterhead):

MEDIA RELEASE

TO: All media

SUBJECT: [Insert media release headline]

FROM: [Insert name and committee position title]

DATE: day / month / year (For Immediate Release) OR (Embargo to: day / month / year)

Headline

- Bolded.
- Short and catchy.
- About 6 words.

First paragraph

- This is the summary of the media release and should entice readers.
- Lead with the most important facts.
- Who, what, where, when, how and why?
- 25 words or less.

Body paragraphs

- This is the main content of what you are announcing and should be 3-5 paragraphs in total (quotes can be used in lieu of standard paragraphs).
- Short, concise sentences.
- One to two sentences per paragraph.
- Maximum of 25 words per sentence.
- The media release should be no more than one-A4 page of around 300 words.

Quotes

- Create interest and provides the human aspect.
- Ensure that the person being quoted is available for interviews.

Background (if applicable)

- History
- What led to this announcement/event/story?
- Include facts and statistics, if relevant.

Event information (if applicable)

- Provide most important details first.
- Use dot points to make text easy to read.

End

- This shows where the end of the printable content is and is always in capitals.

Contact details

- If the contact details are not to be made public, include after END.
- Name, position, telephone numbers (business and after hours), email address, club's website.

Photo

- Attach a high-quality, high-resolution image to the email.
- Provide a short, catchy caption describing what it is. If people are identifiable in the image, you should include their name and role.