

How to Write a Media Release...well

Whenever you want to tell the media something, you will need a media release – an official document that has all the information they need to speak about your band, release or tour with authority. Read below for how to be a media release wizard.

MEDIA RELEASE

<Write MEDIA RELEASE at the top. People need to know what it is>

FOR IMMEDIATE RELEASE – date goes here

HEADLINE <short, snappy and relevant>

This first paragraph ‘the lead’ is the most important paragraph. This is where you write the *who, what, when, where and why* in a concise and clear way.

Editors and radio presenters might not have time to read past the lead, so make sure you have all the important info in there.

After the lead, each remaining paragraph should be less important than the one that precedes it. When written this way, the story can, if necessary, be trimmed from the bottom up: paragraph by paragraph.

Keep it short and concise, write one or two sentences per paragraph. Write in the present tense and make sure it's factual.

*“Quotes a great... if they are factual and relevant. If you are quoting a person or a publication, remember to credit them at the end of the quote.” Said **The Person Who Said This.***

If you'd like to send out a media release in advance, include the word 'Embargoed' and the future date of release, for example – 'Embargoed until 1 January 2020'. An 'embargo' is often used to let media know about an upcoming event so they can allocate staff and space in a publication. This is great for tours and releases that are yet to be announced.

Include contact details (name, email, phone number) at the bottom of the release, and make sure a someone in your band is available to comment and is familiar with all the info in your media release.

Ask someone else to read the release before it is distributed and remember; spell check is your friend!

Notes to editor:

This is the part you put your important information in a way that is easy to read: listings for shows, your bio, your contact info (so important), etc.

You can also include a link to listen to music, to high res images, to your website. Anything that will assist the media person in engaging with and understanding your b(r)and.