

HOW TO WRITE A MEDIA RELEASE

Want to spread the word?

Whether you're putting on a show, releasing new music or announcing a live streaming event, a media release can really boost the amount of people you reach.

SO, WHAT IS A MEDIA RELEASE?

A media release is a short one-page document with all the key information about your event or release. This document is sent to various media outlets, including music websites, blogs, radio stations, print media etc. The goal is for as many media outlets to pick up your news as possible and to talk about you on their platform (this is called 'publicity'). Therefore, we need to keep it short, informative and catchy.

STEP-BY-STEP GUIDE

- 1 TITLE** - Start simply, by writing "MEDIA RELEASE" at the very top. People will know straight away what it is.
- 2 RELEASE DATE** - It is important to tell media when they can start to talk about your news. You can specify "For immediate Release" (straight away) or place it under embargo (they can't talk about it until the date/time you specify). If for example, you've organised for an outlet to premiere your new music, you would want to write "Under Embargo until 23rd Sept 2020 5pm AEST" to ensure that no one else promotes your work until after it has premiered.
- 3 HEADLINE** - This is a short, snappy and relevant statement. Summarise what this Media Release is about, e.g. Local SA act (BAND) release Debut EP. Feel free to get creative, use humour or puns, just make sure that the message is clear.

HOW TO WRITE A MEDIA RELEASE

- 4 FIRST PARAGRAPH** - This is the paragraph that needs to shortly and concisely address all the most relevant information. This may be the only section that people read, so include *WHO* the act is, *WHAT* they're doing, *WHEN* it's happening, *WHERE* it's taking place and *WHY*?
- 5 FOLLOWING PARAGRAPHS** - Include other background information such as your biography, prior achievements and the story behind your announcement, e.g. if you're releasing a song, what inspired you to write it? Keep paragraphs to 2-3 short, snappy sentences.
- 6 QUOTES** - "Everybody loves a good quote! Make sure you credit the person you are quoting though" Said (NAME).
- 7 PHOTOS** - Prepare both landscape and portrait high resolution photos (300 dpi). Don't attach the files to your email, but include the Dropbox (or similar) link in your media release. Always credit the photographer and make sure you have permission to publish their work.
- 8 CONTACT DETAILS** - Add your phone number and email address at the bottom and mention that you are happy to be contacted. Make sure the person listed can easily talk about the information included in your Media Release and make sure they answer their phone or respond to emails promptly.
- 9 NOTES TO EDITOR** - This is a list of information that is very readable. This includes a list of upcoming tour dates as well as links to your song, social media channels or online music platforms. **DO NOT** attach large files! Provide clearly labelled links instead.

HOW TO WRITE A MEDIA RELEASE

WHAT NOW?

Your Media Release is now ready to send. Compile a list of media contacts and contact them one at a time! Here are some other helpful tips:

- ▶ Ask someone to **proofread** your Media Release before sending it.
- ▶ Be **friendly and professional** when approaching media and contact them from an appropriate email account, e.g. *band@gmail.com* rather than *kittycatluvsth3sky886@gmail.com*.
- ▶ Contact **media outlets that align** with your work or the nature of your announcement, e.g. radio programs that play music of a similar genre to you, magazines or newspapers with live gig guides, music publications that you love or blogs that you follow!
- ▶ Develop an **ongoing relationship** with the media. Politely follow up on emails, call them to make sure that your Media Release was received, have a chat, be friendly and say thank you!
- ▶ Send the media release **a week or two before** you want it published, if possible.
- ▶ Often media outlets will simply copy and paste the content you send them to save time. So, remember to **write in the style of the media outlet** you are sending it to! Pretend that you are your desired media outlet, writing a story about you!

If you have any questions or are requiring advice, please get in touch with one of Music SA's Industry Development Coordinators. We provide free phone consultations and would love to hear from you!

Book online at: <http://www.musicsa.com.au>

All the best with writing your Media Release and don't forget to let us know what's in store for you! We have a bunch of ways in which we regularly promote local artists such as our weekly gig guide, artist directory and performing opportunities, not to mention our SA only Spotify playlist and YouTube channel. Get in touch so that we know to include you!