

# MEDIA RELEASE

## HOW TO PITCH YOUR MEDIA RELEASE

### 1. Prepare Your Media Release for Distribution

Look at the template below for tips & tricks on how to craft the perfect media release. Make sure to be descriptive enough to get your point across but still spark curiosity.

### 2. Build Your Target Media List

When it comes to building the list of media outlets and journalists you want to target, there is a balance you should aim to achieve. It is essential to research and make sure you are targeting media outlets and journalists that typically write about the topic you are pitching. Spending the time to build a good-sized list of reputable, relevant outlets will be well worth your efforts.

If you are based in rural or regional Australia, get to know and start using your local newspaper, your community newsletter, local community Facebook groups/pages and radio stations.

- Utilise search tools such as 'Hunter' - these will give you email addresses from media outlets and journalists. <https://hunter.io/>

### 3. Connect with the Right Journalist or Media Outlet

Research. Research. Research. Who are you speaking to and why? You need to learn everything you can about their interests, their needs, and their audience. Read past stories they have written and follow ALL their social accounts. This will allow you to craft an effective pitch that will resonate with the person you are speaking too. Build a relationship with the journalist or media outlet you are aiming to use. Search Instagram, Facebook and LinkedIn and direct message the individuals you want to send your media release to. If you have a small local paper, they will consider everything you send because it is LOCAL news. However, do not waste their time on trivial matters and expect them to use it. Always stress the local angle and why other locals in the community will be interested. When sending a potential story, invite the journalist to attend and take photographs. If they cannot come, try writing up a story yourself and send it in with some clear photos; you have nothing to lose.

### 4. Write a Compelling Subject Line

Journalists receive hundreds of media releases and pitches every day! To make sure yours gets opened it is all about writing a compelling subject line!

- DO NOT START WITH MEDIA RELEASE (example: use PHOTO OPPORTUNITY)
- Keep it short (five-to-seven words is a good rule of thumb)
- Focus on the most grabbing aspect of the story and build your subject line around that.

### 5. Personalise Your Email

When at all possible, you should be sending a unique and personalised email to each and every journalists on your list.

- Address the journalist by name
- Explain why your Media Release will be of use to them
- Include relevant contact info (email & phone number)

### 6. Hit Send (At the Right Time)

Sending your Media Release is all about timing. Something is only "newsworthy" for an extremely limited time. Because most writers and reporters have between a day and a week to turn around a story you will need to send your pitch well before the article runs.

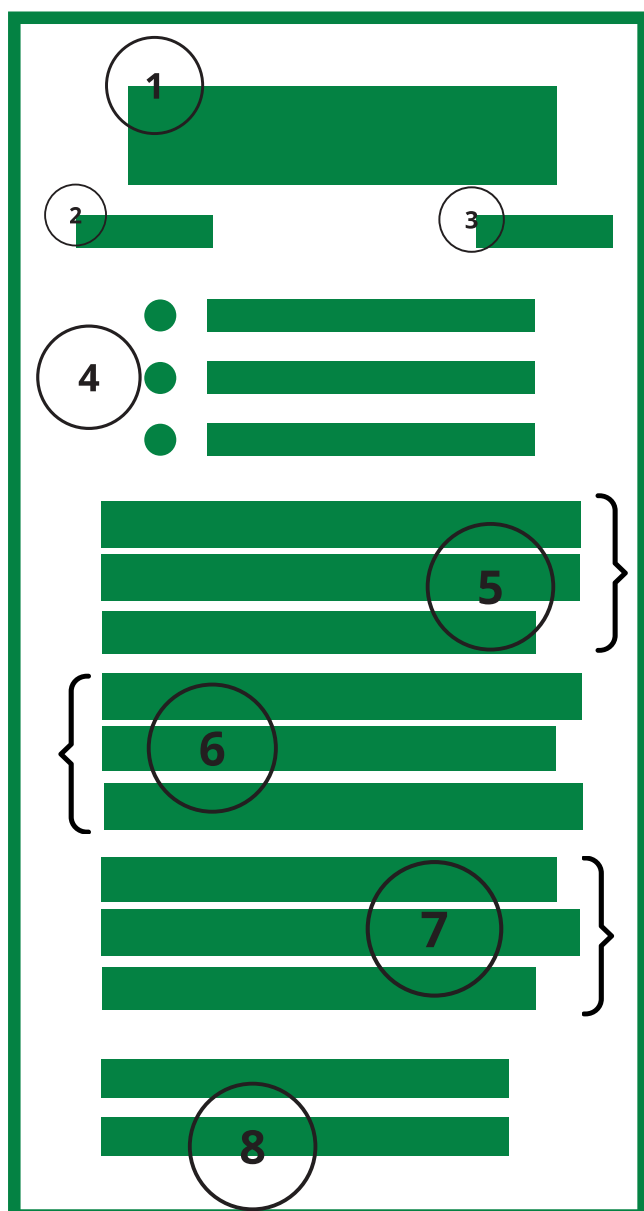
### 7. The Follow-Up

Always. Always. Always follow up. Stay persistent and persuasive and explain the benefits of picking YOUR story.

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## WHAT YOU NEED IN YOUR MEDIA RELEASE

1. **HEADLINE:** Be sure to make it clear why your story is interesting and important.
2. **CONTACT:** How can the media get in touch with you?
3. **CITY, STATE, LOCATION:** Where are you, and where is your news happening?
4. **BODY COPY:** Order information by level of importance! Pyramid - best info at the top!!
5. **BOILER PLATE:** What is your organisation all about?



## HOW TO CRAFT

1. Headline of Media Release
2. For Immediate release/Date of publish
3. Your contact information: name, email, phone
4. Summary bullet points
5. Intro paragraphs: introduce what your press release is about, state the facts
6. Second paragraph: more detail and include a relevant quote from team member
7. Third paragraph: include anymore relevant information the reader of your press release needs to know
8. The boilerplate: (also known as an "about us" statement) is a short, standard paragraph at the end of a press release providing journalists with a high-level background on your company.

# TIPS & TRICKS

## 1. Think Like A Journalist

If you're sending your media release to journalists you need to think and write like a journalist. You need to be able to pitch a story to captures the attention of the journalist you're pitching to.

Some tips:

- Make the information easy to find (do not bury the lead for your reader, tell them upfront).
- Keep the media release short and sweet.
- DON'T OVERDO IT!

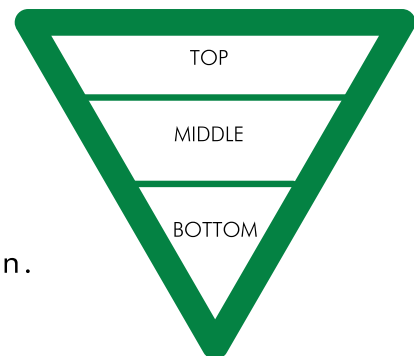
## 2. Make sure your story has value to a publications audience

When determining where to pitch your story ensure:

- Their readership or viewership aligns with your target audience. Do both your audiences care about the same things?
- Their coverage area aligns with your product service. Will the publication care about your company?
- Spend time on publications website, get to know their audience. Read your local newspaper each week!

## 3. Follow the Inverted Pyramid

This format entails putting your most important information first! Then the detail and your summary. Follow this guide: TOP - most important, MIDDLE - quotes, detail, BOTTOM - summary, company information.



## 4. Take the time to engage with the Journalists

Do your research, read through their previous articles or stories they cover. Engage with them to build a relationship. This will assist in the future when you are looking to share your pitches with them.

## 5. Prepare a media kit

Have photos, videos long form and short form information to add to your pitch on hand ready to send to the Journalist. Google drive folder is best for this.