



MEDIA RELEASE TEMPLATE

Instructions	Example	Additional Instructions
The headline of a media release should summarise the subject matter in a way that is interesting and bold. It is designed to engage the reader and encourage them to keep reading. Be creative but keep it short.	FREE MEDIA RELEASE TEMPLATE !	
The lead paragraph follows the headline and it is essential it succinctly conveys the story. Check it includes: WHO did it? WHAT did they do? WHERE did they do it? WHEN did they do it? WHY did they do it? And, of course, HOW did they do it?	Arts North West (who) will launch a much needed media release template (what) next Monday evening (when) at its Effective Marketing and Promotions Workshop in Armidale. The template has been specifically designed (how) to meet the needs of busy and under-resourced artists and cultural organisations (why).	
Following paragraphs expand the subject matter of the lead and it is where you start telling the story with key messages and hard facts. This is the body of the media release and it is critical to prioritise messages from the most important to the least important.	Arts North West is running its Effective and Affordable Promotions Workshop at the Armidale Art Gallery from 5-8pm on Monday 3 March. The Media Release Template will be one of many handouts that will assist the artistic and cultural leaders in our organisation to promote their work more effectively. "This simple tool is not	Write in the third person using active language in short sentences. Short paragraphs also assist the reader to quickly digest the content. "Quotes are another important part of writing a media release," said Cherene Spendelove, Communications Manager for Arts North West. "Remember to

Arts North West acknowledges Aboriginal people as the traditional custodians of the lands we work on; we recognise the strength, resilience and capacity of Aboriginal people and respect the Aboriginal Elders past and present. Arts North West is assisted by the NSW Government through Arts NSW and the partnership of 11 local government authorities in the New England North West

	easily accessible elsewhere so we hope it will be really helpful to anyone looking to get their news into the media”, said Regional Arts Development Officer of Arts North West, Dr Jane Kreis. An electronic copy of the template will be available for download from Arts North West’s website at www.artsnw.com.au	attribute them to someone because the media are unable to use newsworthy quotes unless they are sourced and often they will not call to check.” “When writing a quote you don’t necessarily have to capture what someone has said word-for-word,” said Ms Spendelove. “In fact, it’s usually better if you take the spirit of what they would’ve said if they had the opportunity to write their own quote.”
The last paragraph is the least important information and can include background information or a final summary of the essential details about the organisation, activity or person that is the subject of the media release.	Arts North West is running four (4) Effective and Affordable Promotion Workshops in March and May which will be held in Armidale, Tenterfield, Gunnedah, and Wyallda.	Remember that media releases need to stay focused on their subject. Sometimes a project will provide opportunities to write a number of media releases highlighting various messages, outcomes or milestones.
Information that is relevant but that you can afford to lose should be very last.	Arts North West is the peak arts body for the New England North West and provides services and programs aimed to support all arts and cultural stakeholders across the region.	
Always finish the release with the following so the reader knows it has finished and does not continue on more pages:	- ENDS -	
Make sure to include the contact details for the person liaising with the media.	For more information, images or interviews please contact: Miss Stephanie Brummell, Communications Officer Arts North West E: media@artsnw.com.au P: 02 6732 4988	

N.B. Although this template runs over two (2) pages but includes notes and instructions. Most effective media releases are limited to one page.