



SHOOTING AUSTRALIA

HOW TO WRITE A MEDIA RELEASE

What is a media release?

A media release is one of the most effective ways of telling your story to the media. A media release can contain information such as an event you are holding, an outstanding performance by a club member or even upgrades to your facilities.

Media release tips

1. Make sure it's newsworthy!

The number one tip for a media release is to make sure it's newsworthy. If a release isn't newsworthy then it simply won't get picked up.

2. Use an attention grabbing headline

Often, the headline will be the only thing a journalist will read and if it's not attention grabbing, they may not bother to read the rest.

3. Always write in third person

Make sure you share the exciting information from an outsider's perspective which is how people will be reading it.

4. Take a step back

If you find the information you are sharing isn't riveting, take a step back. Maybe there's something or someone you can add to your event or announcement that will make it more newsworthy.

5. Include quotes

Always try and include quotes from someone significant connected to the story. A press release shouldn't just be a list of facts, it needs to have a human element to it.

6. Temper your expectations

A media release is not a guaranteed marketing tool. Don't expect the mainstream media to jump on every media release you write. But don't give up either! Continue looking for ways to make your media releases stand out and you're bound to get some coverage.



Media Release Template

Date

Headline

The headline of a media release should summarise the key points but catchy, interesting and strong. It's designed to get attention and encourage further reading. Make sure you **bold** it.

Lead Paragraph

Start with where you are or where the event is (town/city). The lead paragraph is the key part of your media release. Check that it includes WHO, WHAT, WHERE, WHEN, WHY and HOW.

Body

The next section may be a few paragraphs and should expand on the lead. It's the point where you start telling the story. Make sure you prioritise messages from the most important to the least. Use short sentences and short paragraphs and always write in the third person.

The body is the section where you should use quotes. The media won't be able to use quotes that aren't attributed to someone so make sure you clearly state who the quote is from.

End

The last paragraph is the least important information and can include background information or just summarises the essential information.

Contact Information

Add further media information contact: include a contact name, email and phone number

Boiler Plate (About)

This is a place you can add more information about the event or announcement that won't fit or isn't needed within the media release. It's an optional part of the media release.



Example Media Release

FOR IMMEDIATE RELEASE

March 2, 2021

Top shots to take aim at state honours.

← **Headline**

Lead

Three Australian Clay Target Association (ACTA) Hall of Fame members will be among 150 competitors to participate for honours at the South Australian Clay Target Association's (SACTA) annual state carnival at the State Shooting Park in Virginia between February 4-7.

Multiple state and national title holder Craig Bentley, multiple state, national and world champion Darryn Nichols from Broken Hill, and the current Australian ladies national long break record holder, Commonwealth Games Gold Medallist and Olympic bronze medallist Deserie Baynes will be competing.

On offer are six individual events, and South Australian competitors will have the added incentive to win state representative team selection for the National Titles in Wagga Wagga in October.

SACTA President John Bretag said his Association was mindful of the current situation regarding COVID-19 border restrictions and is hopeful that all borders will be open for the event.

"Many state and national events were cancelled in 2020 so hopefully with restrictions being lifted people will be willing to travel," said Bretag.

Body

"We have already had people indicate that they are coming from as far away as Darwin, Perth and the western districts of Victoria. They will compete with the best of South Australia over the course of the four-day carnival," he added.

South Australia has had great success on the national stage having won the coveted national Shoulder to Shoulder teams' event three times in the past 10 years along with the open teams' successes and a first up win for the state juniors at the most recent national carnival.

With young eyes and fast reflexes, Liam Morgan, Lochie Koch and Molly Bretag will be sure to take on their more senior counterparts in a bid to win open state team selection.

ACTA and its affiliate SACTA are responsible for administrating, promoting, and developing the sport of clay target shooting in South Australia.

End

Clay Target sports are enjoyed by the whole family as a recreation at a local gun club, or at a competition level from registered local events, state, national and international competitions including World Championships, Commonwealth and Olympic Games.

Contact

For more information on participating in clay target sports go to www.sacta.com.au

For more information on this event please contact the following
President - <Name> <Phone> <Email>
Public Officer - <Name> <Phone> <Email>