

WRITE A NEWS RELEASE

MEDIA

THIS TOOL WILL HELP YOU TO:

- ★ draft targeted and professional news releases
- ★ access new audiences through established reader communities.

HOW TO:

News releases are the conventional means of communicating with large media outlets. News releases allow companies, community groups and governments to communicate a piece of news to a large media outlet in a formal way - thus the release is the official view of an organisation on an event or topic. Corporations often use news releases as a means of marketing.

Be aware that journalists and editors will often receive many news releases. Large newspaper journalists may receive 100 or more per day. You need to find a way to make your news release stand out.

Be aware of the publication or publications you are pitching to - does your release fit with their usual sections or content? It's worth reading the publications you're submitting to. Also, be aware of the section you're aiming at.

Newspapers and magazines usually write different article types such as news, features, profiles and editorials. Most news releases are pitched at the news section. Remember news is something that has happened.

Target

- 1 Make a list of media outlets or publishers who write for an audience you're trying to reach.
- 2 Take your time with this research - there are more publications than you may think. There are guides which list all of the publications in Australia such as Margaret Gee's Media Guide. Remember that spamming many publications with the same release is a poor tool for success.

Content

- 1 Include a high resolution picture to go with the release.
- 2 Decide the sequence of information in your planning.
- 3 Choose the most interesting or significant element for the lead.
- 4 Establish a central theme and discard unrelated facts and information.
- 5 News releases are typically one page long and never more than three. News releases pitched for news should include who, what, where, why, when and how.

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Style and presentation

- 1 Prioritise clarity over colour.
- 2 Use active voice, not passive voice (i.e. 'The Minister said', not 'It was said by the Minister').
- 3 Include a contact person, phone number and email address - this is very important!

BRING IT TO A MAKE CHANGE HAPPEN MEETING

Report back

Describe the process of using this tool on your project. What insights did you gain? What changes will you make to your project as a result? Did you have any difficulties your Make Change Happen group could advise on? What tips on the tool do you have for your Make Change Happen group?

Practice run

Write a News Release and bring it for feedback at your Make Change Happen meeting before you send it to the media.

WRITE A NEWS RELEASE

FIND A WAY TO MAKE YOUR NEWS RELEASE STAND OUT.

COMBINE THIS TOOL WITH:

Prepare for Media Interviews
Hone Your Key Messages
Map Your Political Power
Cut Your Issue
Know Your Audience

NOTES

Adapted from: Alex Serpo (editor Inside Waste Weekly) and The Change Agency (www.thechangeagency.org).