



FACTSHEET

Media Release

A media release is used by the media as a standard notification device and follows a prescribed format. The release ensures that the media have all the correct information at their fingertips.

Tips for Creating a Media Release

- Head the document Media Release and include a date. If the information isn't for publication until a certain time, include 'embargo until...' and a date.
- Do some research on how similar sorts of items have been covered by the chosen media in the past. Use their construction to guide the development of the text. Think about what will make this media release interesting to the audience.
- Make it clear, concise, accurate and complete, but still no longer than one page. Use short sentences and paragraphs.
- Type the text and use wide margins and double spacing.
- Write an introduction paragraph that aims to capture the reader's attention. Then give extra information in small paragraphs putting the least important at the end.
- Use language that will be understandable to the reading public. For example, theoretical or specialist terminology may not be interesting or understandable to the general community but if the release is targeted to a specialist publication it may be appropriate. Include: names of participants, dates of the event, contact details of a reliable person who can provide more information about the event, a brief statement that engages the reader, contact details of where the event is being held.
- If possible include good quality images to attract attention, keeping in mind that the images may not be returned. If the image is of people make sure they are named and the activity is described. If the image is of a work ensure it has correct attribution, for both the practitioner and the photographer if necessary. The image may not be used if attribution details are not available.

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