



## THE FUNDING NETWORK AUSTRALIA

### Sharing Your Story Through PR Module 8 Handout

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Using Public Relations and pitching stories to the media is a great way to reach new audiences, increase the profile of your brand or cause, and build trust and credibility.

In this document, you'll find the foundations for creating a great press release, plus a template to craft a compelling media release.

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#### PITCHING TO MEDIA – A CHECKLIST

*Before you start writing your media release, complete the steps below to make sure you have all of the key ingredients required to ensure journalists will be interested in your story.*

- Have you identified your objectives? Most PR campaigns aim to build your reputation and increase awareness.
- Have you outlined your key messages?
- Have you identified the media you want to target? Think locally and be specific.
- Have you researched the specific journalist within your target media publications that writes about your topic area? Can you relate this story to a story they've recently covered i.e. *"I noticed you wrote this great story about x. I thought it was particularly insightful, so am sharing this story with you about x."*
- Have you got a case study? This is a powerful way to showcase your work and how your program/service is transforming lives.
- Who is your spokesperson? This is typically someone within your organisation who is quite senior like your CEO or a Board member.
- Do you have a powerful image or video you can share with the journalist? This is sometimes just as important as the story itself.



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## MEDIA RELEASE TEMPLATE

MEDIA RELEASE {INSERT DATE}

### HEADLINE

The headline of a media release should summarise the key points but catchy, interesting and strong. It is designed to catch the attention and encourage further reading. Ensure you bold it.

### LEAD

Start with your town/city (ie Grafton). The lead paragraph is the key part of your media release.

It is essential that your lead is punchy and has the story hook. Check that it includes: WHO did it? WHAT did they do?, WHERE did they do it?, WHEN did they do it?, WHY did they do it?, HOW did they do it?

Unlike a traditional story, a media release unveils the full story upfront and the most important information is in the lead paragraph.

### BODY

The paragraph under the lead should expand on the lead and be the point where you start telling the story. The body of the media release it is important to prioritise messages from the most important to the least important. Use short sentences and short paragraphs with vigorous, active language. Always write in the third person.

**Use quotes** to make your writing more interesting but remember all assertions opinions must be attributed to a particular person, or the organisation. The media are unable to use newsworthy assertions unless sourced, and they will often call to check on the quotes.

### END

The last paragraph is the least important information and can include background information or summarises the essential background information about the organization, event or person.

Always finish the release with ~ENDS~ so the journalist knows it has finished.

### CONTACT DETAILS

**For more information or to arrange an interview, please contact** {add contact details of key person managing the media within your organisation}

### BOILER PLATE

Include background information about the business, art or exhibition. This information will give the journalist an overview and isn't necessarily needed in the release.