

Media Release Guidelines for Clubs



Media Release writing guidelines for clubs

Headline

Your headline should be clear and concise and aim to grab the attention of the editor and journalists who sift through thousands of articles every day. Ensure that your headline gives the reader insight into the stories content. Minimal capitalisation is best practice. Only use capitals at the beginning of the headline and for proper nouns including names of people, places or organisations.

Introduction

The most important information should be included in the first paragraph, this will often include the 'who, what, where, why and how'. Be succinct. It's important to ensure all names of people and clubs are highlighted in bold.

Body paragraphs

Each paragraph should aim to further address the 'who, what, where, why and how' included in the introduction. The most important and relevant information should be included first, followed by essential background information relevant to the headline and introduction.

Quotes

Including quotes can assist in the credibility and authority of the information being presented. The source of the quote should be relevant and credible to the focus of the media release. For clubs, this will most often be Club Committee members and/or the Club Coach.

To help clarify information included in quotes, indirect quotes (paraphrasing of quotes, no quotation marks required) should proceed direct quotes (exactly what has been stated, in quotation marks).

Conclusion

A traditional conclusion is unnecessary. A succinct 'call to action' works best and helps direct people to further information.

Finishing

To officially conclude a media release include –ends– on a single line. Following this, include the relevant contact details on who the paper should contact should they have any further questions or wish to set up a photo opportunity. The information should include a name, title (if appropriate), mobile phone number and email address.

Additional information

It's sometimes necessary to include relevant background information relating to events and tournaments. This information should be relevant and concise. Include following '–ends–' and preceded by 'Additional Information or About'.

Media Release writing tips

- **Bold** the names of people (and official titles if appropriate), the name of clubs, awards, events, tournaments.
- If the media release is about a particular person or club, include the relevant suburb (in brackets).
- Consider the relevance and timeliness of the media release angle.
- The objective and messaging of a media release should be carefully considered and have only one focus.
- Consider the target audience of the media release and write with them in mind.

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- Use simple English and be specific. It's best not to use clichés and jargon.
- It's very important to only include factual information.
- Aim to write no more than 300 words and try and keep the release to just one page.
- If there is additional background information that you feel is important to include, this is best presented below the body of the media release (following –ends–). Dot points are appropriate here (see media release template for example).
- If you have images available, include this as a statement to inform the editor. It's best to include this directly under the headline (in a smaller font) and can be as simple as - *'Images available upon request'* (see media release template for example).
- You may also like to include offer to setup interviews and photo opportunities. Again, this is best to include directly under the headline (in a smaller font) and can be as simple as - *'Interview and photo opportunities available upon request'* (see media release template for example).
- When sending the media release, it's always a good approach to personalise the email by addressing the editor or journalist by name, with a very general introduction to the attached media release. Carefully consider the publications and media channels most relevant to the story and target audience. If the story is of local significance, then community papers are often the best place to start.