

# HOW TO WRITE A MEDIA RELEASE



Red Hot Bitches, *Awards Night*, Melbourne Fringe 2020.

Photo by Duncan Jacob.

Image description: two performers dancing on stage, one with big blonde hair and leopard print body suit, and another one with silver body suit.

Each year there are hundreds of events in Melbourne Fringe. While each and every one deserves media attention, it is essential that you know how to present your show effectively to media in order to make it stand out.

An exciting story pitch and clearly presented information will increase your chances of securing the media's attention. Most editors and journalists prefer a first approach via email. This should contain:

- a. Subject line identifying the show's name and its involvement in Melbourne Fringe.
- b. A short, attention-grabbing pitch and summary – between 150-200 words.
- c. An attached PDF media release – as well as the body of the press release included in the body of the email, below your introductory pitch.
- d. High-quality photo(s) and video clips (or links to clips) attached to the email. These are essential parts of your overall Media Kit. But remember, keep attached file sizes under 20GB so it doesn't hit media's firewalls.
- e. Make sure you address emails to journalists individually. DO NOT CC or BCC to a group of journalists in the one email – individual communication is key.

# A Step-By-Step Guide to Creating A Media Release

## 1. Header

- The first line at the top of your media release should be **MEDIA RELEASE** in bold uppercase letters.
- Include the date on which you're sending the media release.
- Lead with **MELBOURNE FRINGE FESTIVAL**, followed by the **TITLE OF YOUR SHOW**, then a snappy, encapsulating headline.

## 2. Opening Paragraph

- The opening paragraph (100-200 words max) may be copied verbatim by journalists when they are short of time. This is particularly true for 'What's On' type listings. Your opening paragraph should be short and provide a clear, engaging summary of the key points about your show. It can also include one 'hook', point of interest or quirky fact.
- If you can, it may also help to tie your show to a current cultural event in the current news cycle to increase the perceived relevancy.
- Make sure you include: the title of your show, the name of your production company and/or details of 1-2 key team members, a very short description of what it is about, its themes or the

type of work it is, and something unusual, clever, quirky, innovative about the show.

### 3. Body (What, Who, Why)

In this section you can write a few paragraphs (not longer than one page) that go into more detail about your show. Think about the things that are important, interesting or innovative about your work and expand on them here. Perhaps some of your cast and/or crew have interesting backgrounds, maybe you are doing the work in an unusual venue or there is an element of the production that you feel is particularly clever or new.

### 4. Past Awards and Productions

If you have any previous awards for this production, or another production by the same artists, include them here. Make sure you include who/where the award is from and the year you won.

### 5. Quotes

If you have any previous media quotes or ratings pertaining to your company, artists or show, include them here. Make sure you accredit the source of the quote. Journalists will ignore quotes like “*This is the greatest show ever!*” if there isn’t a name or publication associated with it. Quotes are also a great way for you to introduce ideas or information that you can’t easily house in the body of the media release.

### 6. Time, Date and Ticketing Summary

Provide a full summary of your show specifics, repeating some of the key information provided earlier in the release with more detail. For example:

#### **My Fringe Show**

DATES: 19-21 Sept and 23-26 Sept

TIMES: 9.15pm, Sun 8.15pm (60min)

VENUE: Festival Hub - Fringe Hub venue at Trades Hall

Full: \$25 / Concession: \$20 / Cheap Tuesday: \$15 / Group: \$18

TO BOOK TICKETS visit [melbournefringe.com.au](http://melbournefringe.com.au) or call (03) 9660 9666

Tip - Make sure you hyperlink all URLs for easy click through!

### 7. Contact and Publicist Details

- Here you can provide contact details for you or your show’s publicist. A name, phone number and email address makes you approachable and available to the media.
- If you don’t have a publicist but would like to include one, refer media to the Fringe publicist using this text:

*For all media enquiries, please contact Melbourne Fringe Publicist Adam Valentine on [adam@melbournefringe.com.au](mailto:adam@melbournefringe.com.au) or 03 9660 9600.*

## Some Important Things to Remember

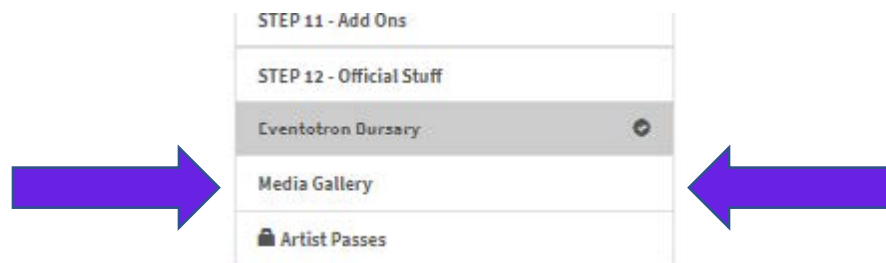
- A good media release is never more than one page
- **Always** have someone else read and review your media release before you send it
- Save your media release as a PDF, never a Word file
- Attach at least one high quality image when emailing your Media Release. A strong photo will increase the likelihood of a story being published so readers immediately get a feel for the event and journalists don't need to hunt around. It should be in full colour, a JPG file, ideally 300dpi and between 1MB – 5 MB in file size to be flexible enough to be reproduced on web or print. DO NOT include text or watermarks on any image you want media to use.
- Images – make sure you save the file name in the following format so that media know what it is:

*Name of Show\_Artist Organisation Name\_Photographer credit*



# Uploading Your Media Kit to Media Gallery on Eventotron

The Media Gallery on [Eventotron](#) will remain open, even after you've finalised your registration. Please feel free to come back and fill this out later. You have until **midnight on 1 August** to upload your media release. The Media Gallery is where you can upload your media release, as well as additional images and video for publicity. These may be used by Melbourne Fringe for publicity opportunities.



You can upload up to five (5) images - try to include a combination of portrait and landscape orientations. Images should be 300dpi and around 3-5 Mb.

Please ensure you provide credit information for any images you upload.

## Pursuing Your Own Publicity

Our marketing and publicity team will use the uploaded media releases and images to promote the Festival as a whole. While this may result in coverage for your individual show, **you should also actively pursue your own publicity opportunities.**

Make sure to send your media release and image(s) to some key journalists or editors you think would be interested. (We'll be sending the **Melbourne Fringe Publicity Contact List** resource via the Artist Bulletin emails soon – stay tuned).

A few days after you have sent the release, you can follow up with a polite email or phone call. Be prepared for a journalist picking up the phone by having a clear and concise message ready, so you can quickly ask if they have a moment to speak on the phone, and let them know why you are calling. Remember, if you don't know them personally, don't take it personally if they are short or abrupt. Offer to resend the media release if they can't recall seeing it, and do so immediately.