

# Media Release Template

## DATE

## HEADLINE

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

## LEAD

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, what, when, where, why and how.

## BODY

The paragraph under the lead should expand on the lead and be the point where you start telling the story. 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 opinions must be attributed to a particular person or the organisation. The media is unable to use newsworthy assertions unless sourced, and journalists will sometimes call to check on the quotes.

## END

The last paragraph is the least important and can include background information about you and your services or summarise the essential elements of the media release.

Always finish the media release with -ends- so the journalist knows it is finished.

## CONTACT

Make sure you include the following contact information.

For further media information contact:

Contact name

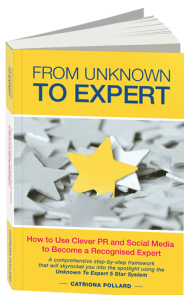
Email

Phone number

## BOILER PLATE (ABOUT YOU AND YOUR BUSINESS)

It is important to include a boiler plate at the bottom of your media release. A boiler plate is a one paragraph summary of background information about yourself and your business. This information will give the journalist an overview and isn't necessarily needed in the body of the media release.

## STEP INTO THE SPOTLIGHT TODAY!



### FROM UNKNOWN TO EXPERT

Use the proven Unknown To Expert 5 Star System to grow your profile, expand your influence and increase your income by becoming a recognised expert in your field using clever PR and Social Media strategies.

Buy the book at [UnknownToExpert.com](http://UnknownToExpert.com)

**BUY THE BOOK TODAY!**



### UNKNOWN TO EXPERT ACCELERATION PACK: Accelerate your success today!

Get your additional powerful and valuable content which will accelerate your journey from Unknown To Expert. It has 73 templates, lists and examples of media pitches and media releases, blog posts, social media calendars (even media and blogger lists!).

[UnknownToExpertFaster.com](http://UnknownToExpertFaster.com)

**DOWNLOAD THE ACCELERATION PACK TODAY!**



### ABOUT CATRIONA POLLARD

Catriona is the founder and director of CP Communications, a well-respected and innovative PR and social media agency, which merges traditional PR methodologies with cutting-edge social media strategies.

Her transformation to an international speaker, popular media commentator and leader of a highly successful Agency has been captured in her book, From Unknown To Expert.

Catriona is renowned for being an inspiring presenter that shares practical skills and expertise, so attendees can immediately implement what they've learnt to see real results.