

# Writing A Media Release



## Tips for writing a media release

- **A headline that grabs you.** Just like with a book, if the title doesn't catch your attention you might not read on. Keep it short and punchy.
- **Get your message across in the first paragraph.** Get the main message of your release across quickly, and in the first few sentences.
- **Quotes.** Your first quote is the most important, with the following quotes in order of priority. Your last quote should repeat your most important point in different words. No quote should be more than two short sentences. Your quotes should make an argument, rather than describe the story, eg. 'the letterbox drop is important for democracy', not 'I have done a letterbox drop'.
- **Quantify your argument with hard numbers.** If you've collected 500 petition signatures, mention it!
- **Proofread your release.** It will make you look more professional and encourage journalists to take it seriously.
- **Stick to one page.** If a journalist wants more detail they'll ask.
- **Include contact information.** Don't forget to include your name, mobile number.

## Tips for pitching to the media

- Choose the most strategic local media outlets to contact about your action
- Local media will be your best bet, and a great way to ramp up the pressure on your MP
- Think about which newspapers, radio or TV stations will have the most influence on your MP
- Once you've emailed them your media release, follow up with a polite phone call to make sure they've received it and see if they have any questions

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**Below are a couple of templates to help guide you in preparing your media release:**

- ▶ A media release template to let the media know about your petition
- ▶ A media release template to notify the media about your petition delivery event

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## Media Release Template 1 - Your Local Petition

### **Coalition cuts to [insert the name of your hospital] makes me feel sick**

The Turnbull Government's \$54 billion in cuts to local hospitals is making *[insert your suburb/town/electorate here]* residents feel sick.

As a *[insert a bit of detail about yourself here – e.g. student, teacher, retired nurse, father of two, grandmother, rocket scientist]*, I'm worried about the impact of these cuts on my local community. That's why I stepped up to lead the local campaign calling on my MP to restore funding to *[insert the name of your hospital here]*.

With health ranking as a top concern for voters this election time, I've been overwhelmed by support from the community for my petition, which is currently at *[insert the number of signatures from your petition]* signatures.

*"[insert one opening sentence on why is this issue important to you]"*, said *[insert your first name]*.

*"I have witnessed first hand the impact of health cuts – [Do you have any experiences you can share about your local hospital and the impact of health cuts on your community?]"*.

*"If I could tell [insert the name of your MP here] one thing, it'd be [insert your message here]"*.

*"I hope my campaign will [insert what you hope to achieve with your campaign here]"*.

I will deliver the petition to my local member *[insert the name of your MP here]* in early June.

The petition forms part of a nationwide effort calling for the restoration of hospitals funding, supported by GetUp. Find the petition here: *[insert a link to your petition]*

For more information please call *[insert your contact number here]*.

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## Media Release Template 2 - Petition Delivery

### **Local residents call on [insert name of your MP] to restore funding for [insert the name of your hospital]**

*[insert the name of your local suburb/town]* residents, from the electorate of *[insert the name of your electorate]*, will gather at the office of *[insert the name of your MP]* this *[insert day]* to call for the restoration of millions of dollars in Coalition cuts to *[insert your hospital here]*.

Local resident *[insert your name here]* started the petition after the Turnbull Government handed down their Budget in May, which locked in \$54 billion in hospital funding cuts over the next decade.

"The restoration of funding to our local hospital is critical because... *[Why do you want to see the funding restored for your local hospital? Insert your response as a quote.]*," said *[insert your name here]*.

"At the petition delivery, we will... *[What will happen at your petition delivery that will make for a good photo for the media? e.g. a colourful stunt, people holding placards, people in costume etc. Insert your response as a quote.]*"

"We want to send a clear message to *[insert the name of your MP/candidates]* that *[her/his]* constituents won't stand for cuts to our hospitals."

*[insert the name of your local suburb/town]* residents will use the delivery to ask *[insert the name of your MP and/or candidates here]* to make the health of *[his/her]* constituents a priority this election.

### **Details of the event**

**What:** local residents deliver the petition to save *[insert the name of your hospital here]* to *[insert the name of your MP and/or candidates here]*

**When:** *[insert the time and date of your petition delivery here]*

**Where:** *[insert the location of your petition delivery here (mention exactly where you'll be)]*

The petition forms part of a nationwide effort calling for the restoration of hospitals funding, supported by GetUp. You can view the petition here: *[insert a link to your petition]*

For more information please call *[insert your contact number here]*