

MEDIA RELEASE & ALERT TEMPLATES

You can find a media release template and a media alert template at the end of this document. **Use a media release** when you're pitching a news story. **Use a media alert** when you're wanting a reporter to cover a campaign event or action you're organising.

Tips for engaging the media

When reaching out the media, make sure there's a hook. It's not enough to alert the media to the simple fact you've started a campaign. **You'll need to be able to share a special milestone or event too**, e.g. reaching a certain number of signatures, sharing that a high-profile person has come out in support of your campaign, or inviting the media to an upcoming protest or stunt.

What makes a great media hook?

- a. Timeliness: Something interesting is about to happen.
- b. Talent: Someone prominent who can be your spokesperson.
- c. Conflict: A clear problem, and someone or something that is blocking the community from achieving their goal.
- d. Human interest: A shared personal story about how the problem is affecting someone's life, livelihood etc, and how the solution would transform their life.
- e. Curiosity: Something quirky, offbeat or unusual to peak interest.
- f. Visuals!: Someone or something the media can photograph or video.

Follow these steps when sharing a media release or alert with a reporter:

1. Adapt the media release or media alert template below.
2. Email it to the general editorial email address at your news outlet (this will often be listed on the Contact Us page of their website).
3. Then call the editorial number listed and ask to speak to a reporter.
 - a. Before you make this call, prepare by writing down the main points of your story: the What, Who, When, Where, Why, How.
4. Introduce yourself to the reporter and give them a short pitch about what your story is.
5. Request their email address so you can email your media release or alert through to them too.

MEDIA RELEASE TEMPLATE

Adapt the media release template below when you have a news story you want a reporter to cover. You can copy and paste the template.

MEDIA RELEASE

Date Month 2020

The headline sells the most important part of the story in one sentence (no more than two lines) and must contain the 'hook'.

The opening paragraph summarises the story in one or two sentences and repeats the 'hook'. You can outline the most newsworthy information, or explain the problem and call for the solution.

The second paragraph adds details and colour to your story.

[Spokesperson] said: (Your spokesperson could be you as the petition leader, someone noteworthy, or someone personally affected by the issue)

"The first quote repeats the message in your headline.

"The second quote repeats the message in your opening paragraph.

"Remaining quotes are your key messages for your campaign - why you care, what is at stake, what you hope to achieve etc.

Media contact: You name, email address, phone number

MEDIA ALERT TEMPLATE

Adapt the media alert template below when you have an upcoming campaign event or action that you want the reporter to cover. Usually this means there is a person for the reporter to interview at the event or action, and a good photo opportunity.

With events and actions, make sure you give lots of notice — the more the better. As a guideline, for a weekly newspaper give at least 14-21 days notice if you can. This will increase the opportunities for your event to be reported.

MEDIA ALERT

Date Month 2020

The headline sells the most important part of the story in one sentence (no more than two lines) and must contain the ‘hook’.

What: A summary of the event. What it is, what’s the hook, why you’re hosting it.

Who: Who will be at the event. Include a bullet list of anyone who can be interviewed, including their name, title and organisation if relevant. This could include you as the petition leader, someone noteworthy, or someone personally affected by the issue.

When: The event date and start and end time.

Where: The location of the event. Include detailed, specific instructions of where it is being held, any tips about how to get there, where to meet, and a link to a map if useful. You don’t want a camera crew to get lost and miss it!

Key moments: What newsworthy moments will the reporter see, e.g. a Prime Minister look-a-like actor collecting petition signatures; a group of people protesting with hand made signs and chanting outside company headquarters; etc.

Visuals: What good visuals can the reporter photograph or video.

[Spokesperson] said: (Include 1-2 quotes from your spokesperson who could be you as the petition leader, someone noteworthy, or someone personally affected by the issue.)

“The first quote repeats the message in your headline.

“The second quote repeats the message in your opening paragraph.

Media contact: You name, email address, phone number