

WRITING AN EFFECTIVE MEDIA RELEASE

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AGENDA

1. INTRODUCTIONS
2. WHY?
3. MEDIA LANDSCAPE
4. ELEMENTS OF A GOOD RELEASE
5. COMMON MISTAKES
6. EFFECTIVE PITCHING
7. SOME EXAMPLES

WHY?

- CITATIONS
- CHECK THE BOX
- MAKE AN IMPACT ON POLICY AND CARE

MEDIA LANDSCAPE

- NEWS ISN'T DEAD, IT'S EVOLVING
- EVERYONE IS FIGHTING FOR REAL ESTATE
- SO HOW DO YOU STAND OUT? BREAK THROUGH THE NOISE?

MEDIA TYPES

Traditional Media

- TV
- Radio
- Newspaper

New Media

- Digital channels
- Social media (eg. X, YouTube, Instagram)

ELEMENTS OF A GOOD RELEASE

- 1ST QUESTION: IS THIS SOMETHING THAT MERITS A RELEASE?
 - NEW?
 - WHO CARES?
- IMPORTANCE OF THE HEADLINE
 - "GROUNDBREAKING STUDY REVEALS PROMISING BREAKTHROUGH IN CANCER TREATMENT"
 - "LOCAL NONPROFIT RAISES \$1 MILLION FOR COMMUNITY EDUCATION PROGRAMS"
 - "INNOVATIVE TECH COMPANY UNVEILS NEXT-GEN SOLUTIONS FOR SUSTAINABLE LIVING"

ELEMENTS OF A GOOD RELEASE

- TELL THEM EVERYTHING THEY NEED TO KNOW UPFRONT
- INCLUDE A QUOTE
- BACKGROUND INFO
- WHAT'S NEXT?
- PROVIDE CONTACT INFO WITH CALL TO ACTION, LINKS AND BOILERPLATE
- INCLUDE ANY EMBARGO
- REVIEW AND EDIT!!

COMMON MISTAKES

- TRYING TO BE CLEVER IN YOUR HEADLINE
- TOO TECHNICAL AND NOT ACCESSIBLE
- RESEARCH IS TOO PRELIMINARY
- QUOTE OVERLOAD
- LENGTH
- MISSING KEY INFORMATION

SOME EXAMPLES

- [HTTPS://PRESSREACH.COM/BLOG/WORST-PRESS-RELEASE/](https://pressreach.com/blog/worst-press-release/)
- [HTTPS://WWW.EUREKALERT.ORG/NEWS-RELEASES/553244](https://www.eurekalert.org/news-releases/553244)
- [HTTPS://WWW.MCGILL.CA/NEWSROOM/CHANNELS/NEWS/CHILDHOOD-TRAUMA-INCREASES-RISK-CHRONIC-PAIN-ADULTHOOD-353822](https://www.mcgill.ca/newsroom/channels/news/childhood-trauma-increases-risk-chronic-pain-adulthood-353822)

THANK YOU