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## MEDIA RELEASE TEMPLATE

Instructions	Example	Additional Instructions
<p>The headline of a media release should summarise the subject matter in a way that is interesting and bold. It is designed to engage the reader and encourage them to keep reading. Be creative but keep it short.</p>	<p><b>FREE MEDIA RELEASE TEMPLATE !</b></p>	
<p>The lead paragraph follows the headline and it is essential it succinctly conveys the story. Check it includes: WHO did it? WHAT did they do? WHERE did they do it? WHEN did they do it? WHY did they do it? And, of course, HOW did they do it?</p>	<p>Arts Mid North Coast (who) will launch a much needed media release template (what) next Monday evening (when) at its Effective Marketing and Promotions Workshop in Coffs Harbour. The template has been specifically designed (how) to meet the needs of busy and under-resourced artists and cultural organisations (why).</p>	
<p>Following paragraphs expand the subject matter of the lead and it is where you start telling the story with key messages and hard facts. This is the body of the media release and it is critical to prioritise messages from the most important to the least important.</p>	<p>Arts Mid North Coast is running its Effective and Affordable Promotions Workshop at the Regional Art Gallery from 5-8pm on Monday 3 March. The Media Release Template will be one of many handouts that will assist the artistic and cultural leaders in our organisation to promote their work more effectively.</p> <p>“This simple tool is not easily accessible elsewhere so we hope it will be really helpful to anyone looking to get their news into the media”, said Regional Arts Development Officer of Arts Mid North Coast, Kevin Williams.</p> <p>An electronic copy of the template will be available for download from Arts Mid North Coast website at <a href="http://www.artsmidnorthcoast.org">www.artsmidnorthcoast.org</a>.</p>	<p>Write in the third person using active language in short sentences. Short paragraphs also assist the reader to quickly digest the content.</p> <p>“Quotes are another important part of writing a media release,” said Regional Arts Development Officer of Arts Mid North Coast, Kevin Williams.</p> <p>“Remember to attribute them to someone because the media are unable to use newsworthy quotes unless they are sourced and often they will not call to check.”</p> <p>“When writing a quote you</p>

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		don't necessarily have to capture what someone has said word-for-word," said Mr Williams. "In fact, it's usually better if you take the spirit of what they would've said if they had the opportunity to write their own quote."
The last paragraph is the least important information and can include background information or a final summary of the essential details about the organisation, activity or person that is the subject of the media release.	Arts Mid North Coast is running four (4) Effective and Affordable Promotion Workshops in March and May, which will be held in Coffs Harbour, Port Macquarie, Bellingen and Taree.	Remember that media releases need to stay focused on their subject. Sometimes a project will provide opportunities to write a number of media releases highlighting various messages, outcomes or milestones.
Information that is relevant but that you can afford to lose should be very last.	Arts Mid North Coast is the peak arts body for the Mid North Coast and provides services and programs aimed to support all arts and cultural stakeholders across the region.	
Always finish the release with the following so the reader knows it has finished and does not continue on more pages:	- ENDS -	
Make sure to include the contact details for the person liaising with the media.	For more information, images or interviews please contact: The Project Officer Arts Mid North Coast E: <a href="mailto:projects@artsmidnorthcoast.org">projects@artsmidnorthcoast.org</a> P: 02 6658 9400	

N.B. Although this template runs over two (2) pages, it includes notes and instructions. Most effective media releases are limited to one page.

*This template was adapted from a resource shared with Arts Mid North Coast by our colleagues at Arts North West.*