

MEDIA SUPPORT KIT: HOW TO WRITE A MEDIA RELEASE

WHAT IS A MEDIA RELEASE?

A media release is a short statement that gives reporters all the important facts about your event with the aim of getting them interested in creating a story. A strong media release is crucial to any media campaign.

WRITING A MEDIA RELEASE

Here are some things to remember when writing your media release...

- Include a headline that sums up the event and ideally expresses your hook
- Make it concise, ideally not more than one page
- Open with the most important facts — the reader should get a basic overview of the story in the first 1-2 sentences
- Include some key quotes and statistics that reporters can use in their story
- Choose someone to be a media spokesperson. They should be a confident and articulate public speaker, well versed in the facts and key messages to be conveyed, and readily available to respond to media enquiries
- Include your contact details so reporters can quickly and easily get in touch. Include a boilerplate for your organization at the end of the release.
- This is a short, maximum two-sentence summary of who you are and what you do
- Get someone with a good eye for spelling and grammar to proofread your release

Also included in the Media Support Kit is a template to help you write your own media release. We have included some paragraph text to get you started, but we suggest you take the time to tailor the release as much as possible to make it unique to your event. You can find some examples of media releases for previous IOAD events at the bottom of this page.

DISTRIBUTION AND FOLLOW-UP

When sending your media release, you want to give reporters enough time to create a story around your event but not so much time that they forget about it. Aim for about two weeks before the date and send between 9am and 2pm, Monday–Thursday. Follow up with a call within 24 hours to confirm your email was received and offer to answer any questions. Resend your media release on the day of your event and include some new information.

MEDIA RELEASE EXAMPLES

- [Life Won't Wait. Next Year is Too Late - Overdose Awareness Toronto 2017](#)
- [RNAO releases In Focus mental health and addiction web page; calls on provincial government to commit to end the opioid overdose crisis](#)
- [Be a part of ending overdose this International Overdose Awareness Day.](#)

For more advice on media engagement, contact the IOAD campaign team at: info@overdoseday.com