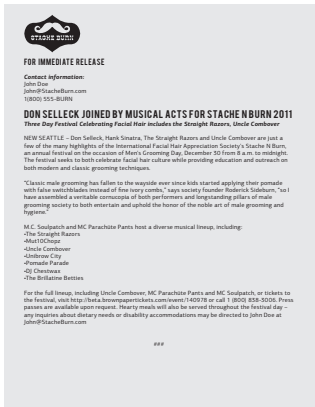


HOW TO

WRITE A MEDIA RELEASE

WHAT IS A MEDIA RELEASE?

Media releases—also known as press releases—are used for getting a wide range of information out to the media to use in a variety of ways. An example of this is an in-depth article and interview in a magazine (such as the example below). Media Releases include much more information than a Media Alert, such as a quote by your spokesperson that can be used in an article (such as the pull-quote in the example). Here are some tips we've found useful for writing Media Releases.



THE PROCESS

- 1 WE HELP YOU WITH YOUR MEDIA RELEASE.
Media Releases help convince outlets to write editorial about your event.
- 2 YOU SEND IT TO THE MEDIA.
- 3 THE MEDIA PUBLISHES IT.
- 4 RESULTS:
Exposure to your show.



If there ever were a time to be a man with a moustache (or woman, for that matter), that time is now. As men throughout the county are growing out the upper-lip follicles, one event, taking place in New Seattle this winter provides a place to convene for one reason—the moustache. We met up with Roderick Sideburn, founder of the Facial Hair Appreciation Society, in a barbershop in the hippest neighborhood in New Seattle to discuss Stache N Burn.

[22] OCTOBER/NOVEMBER 2011

MAGAZINE:
How did the idea for the event come about?

RODERICK SIDEBURN:
One day, while grooming my moustache, I thought to myself, "I can't be the only person who loves my moustache more than anywhere else on my body." So I started asking around, and found out that, yes indeed, many men love their moustache more than anywhere else on their body. From there, Stache N Burn was born.

M:
This event is more about grooming, then?

RS:
This event is about everything: Grooming, sculpting, styling, presenting. There'll be workshops on how to eat properly when wearing a moustache to how to kiss without being too ticklish. We try to encompass all aspects of being a man with a moustache.

M:
Besides workshops, there will also be entertainment at Stach N Burn.

RS:
This is a true statement. Bands and musicians such as the Straight Razors, the Close Shaves, and Mutt10Chopz will all be performing throughout the weekend. We realize men with moustaches have diverse tastes, so we tried, in booking the entertainment, to have something for everyone.

M:
Don Selleck will be the MC of the event. How did that come about?

RS:
Don and I go way back. We knew each other before we had our first moustaches. We convinced each other, originally on a date, to grow out our facial hair, and that is where our love of moustaches began.

For tickets to Stache N Burn, which kicks off on December 30th visit www.brownpapertickets.com

STACHE N BURN [23]

MEDIA RELEASE COMPOSITION

1

Logo and Release Date
In the top left corner. Use a simple, clean logo for the event.



2

If for some reason you are putting out a media release but don't want media to report on it until a later date, write **FOR RELEASE {MONTH, DAY, YEAR}** This is not recommended as sometimes people don't notice the date, or do notice the date and go ahead and report on it anyway.

4

The headline of your media release should be clear and concise. Include the name of your event and the announcement you are making in bold.

3

Include your contact info: your name, phone number & email.

FOR IMMEDIATE RELEASE

Contact information:
John Doe
John@StacheBurn.com
1(800) 555-BURN

DON SELLECK JOINED BY MUSICAL ACTS FOR STACHE BURN 2011

Three Day Festival Celebrating Facial Hair includes the Straight Razors, Uncle Combover

5

The secondary headline is written in italics and should include additional info, but should only have a few more words than the main headline.

The first sentence of the first paragraph should include as many of the 5 Ws as possible. The rest of the paragraph should support this sentence. Be sure to lead with the most important information, and then follow with details.

NEW SEATTLE – Don Selleck, Hank Sinatra, The Straight Razors and Uncle Combover are just a few of the many highlights of the International Facial Hair Appreciation Society's annual festival on the occasion of Men's Grooming Day, December 30 from 10am to 6pm. The festival seeks to both celebrate facial hair culture while providing education on both modern and classic grooming techniques.

"Classic male grooming has fallen to the wayside ever since kids started shaving with false switchblades instead of fine ivory combs," says society founder Don Selleck. "We have assembled a veritable cornucopia of both performers and longstanding grooming society to both entertain and uphold the honor of the noble art of facial hair hygiene."

M.C. Soulpatch and MC Parachute Pants host a diverse musical lineup, including:

- The Straight Razors
- Mut10Chopz
- Uncle Combover
- Unibrow City
- Pomade Parade
- DJ Chestwax
- The Brillatine Betties

The second paragraph is usually a quote by a spokesperson about the event and why you are doing it. The second paragraph could also be used for bullet points or a short list.

For the full lineup, including Uncle Combover, MC Parachute Pants and MC Soulpatch, or tickets to the festival, visit <http://beta.brownpapertickets.com/event/140978> or call 1 (800) 838-3006. Press passes are available upon request. Hearty meals will also be served throughout the festival day – any inquiries about dietary needs or disability accommodations may be directed to John Doe at John@StacheBurn.com

6

Media releases always end with three centered, italicized hash tags (###). If you have a mission statement for your event or company, put it under the hash tags.

###

7

The last paragraph sums everything up and includes additional information.

8