

# Media Releases

## Dos

- Date & Contact details
- Catchy headline
- Interesting newsy first paragraph & Hook
- Short clear sentences
- Have a clear message
- Relate to local, current news, celebrity
- Photo options
- Keep to 2 pages
- Hyperlink to further info
- Send it early and follow up
- Who, What, When, Where & even Why

## Don'ts

- Long sentences
- Jargon
- Go over 2 pages
- Just send it out day before event
- Typos
- Just send and assume it will be published
- Forget a quote
- Forget venue address / times / ticket prices / FREE
- Forget your website/ FB /Twitter
- Forget to proof read out aloud & proof again

