



## HOW TO WRITE A MEDIA RELEASE AND CREATE AN ONLINE MEDIA KIT

Each year there are hundreds of events in the **Melbourne Fringe**. While each and every one deserves media attention, it is essential that you know how to present your show effectively to media in order to make it stand out.

An exciting story pitch and clearly presented information will increase your chances of securing the media's attention. Most editors and journalists prefer a first approach via email. This should contain:

- a. Subject line identifying the show's name and its involvement in Melbourne Fringe
- b. A short, attention-grabbing pitch and summary
- c. An attached PDF media release
- d. High-quality photo(s) and video clips (or links to clips) attached to the email. These are essential parts of your overall Media Kit.

### A STEP-BY-STEP GUIDE TO CREATING A MEDIA RELEASE

[Check out an example media release layout here](#)

[Download our editable media release template here](#)

#### 1. HEADER

- The first line at the top of your media release should be **MEDIA RELEASE** in bold uppercase letters.
- Include the date on which you're sending the media release.
- Lead with **MELBOURNE FRINGE FESTIVAL**, followed by the **TITLE OF YOUR SHOW**, then a snappy, encapsulating headline.

#### 2. OPENING PARAGRAPH

- The opening paragraph may be copied verbatim by journalists when they are short of time. This is particularly true for 'What's On' type listings. Your opening paragraph should be short and provide a clear, engaging summary of the key points about your show. It can also include one 'hook', point of interest or quirky fact.
- Make sure you include: the title of your show, the name of your production company and/or details of 1-2 key team members, a very short description of what it's about, its themes or the type of work it is, and something unusual, clever, quirky, innovative about the show.

### 3. BODY (WHAT, WHO, WHY)

- In this section you can write a few paragraphs that go into more detail about your show. Think about the things that are important, interesting or innovative about your work and expand on them here. Perhaps some of your cast and/or crew have interesting backgrounds, maybe you are doing the work in an unusual venue or there is an element of the production that you feel is particularly clever or new.

### 4. PAST AWARDS AND PRODUCTIONS

- If you have any previous awards for this production, or another production by the same artists, include them here. Make sure you include who/where the award is from and the year you won.

### 5. QUOTES

- If you have any previous media quotes or ratings pertaining to your company, artists or show, include them here. Make sure you accredit the source of the quote. Journalists will ignore quotes like *"This is the greatest show ever!"* if there isn't a name or publication associated with it.

### 6. TIME, DATE AND TICKETING SUMMARY

- Provide a full summary of your show specifics, repeating some of the key information provided earlier in the release with more detail.

For example:

#### **All Out of Pride**

DATES: 19-21 Sept and 23-26 Sept

TIMES: 9.15pm, Sun 8.15pm (60min)

VENUE: Fringe Hub - Meeting Room - North Melbourne Town Hall  
521 Queensberry St, North Melbourne

Full: \$25 / Concession: \$20 / Cheap Tuesday: \$15 / Group: \$18

TO BOOK TICKETS visit [melbournefringe.com.au](http://melbournefringe.com.au) or call (03) 9660 9666

### 7. CONTACT AND PUBLICIST DETAILS

- Here you can provide contact details for you or your show's publicist. A name, phone number and email address makes you approachable and available to the media.
- If you don't have a publicist but would like to include one, refer media to the Festival publicist using this text:
- **For all media enquiries, please contact Melbourne Fringe publicist Fiona Brook, Zilla & Brook Publicity. M: 0407 900 840 E: [fiona@zillaandbrook.com.au](mailto:fiona@zillaandbrook.com.au)**

### Some things to remember:

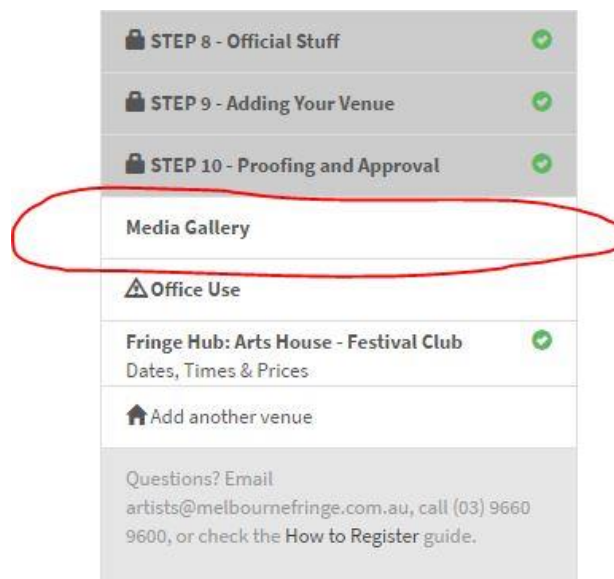
- **A good media release is never more than one page**
- **Always have someone else read and review your media release before you send it**
- **Save your media release as a PDF**
- **Attach at least one high quality image when emailing your Media Release.** A strong photo will increase the likelihood of a story being published so readers immediately get a feel for the event and journalists don't need to hunt around. It should be in full colour, a JPG file, ideally 300dpi and

between 1MB – 5 MB in file size to be flexible enough to be reproduced on web or print. DO NOT include text or watermarks on any image you want media to use.

- **For images, make sure you save the file name in the following format so that media know what it is:**
  - Name of Performance\_Artist Organisation Name\_Photographer credit

## **UPLOADING YOUR MEDIA KIT TO EVENTOTRON**

Once you've written a media release and collected some high-quality images for the media to use, it's now time to return to [EVENTOTRON](#) (our registration site) to upload these assets as a **Media Kit**. You can do so by clicking on Media Gallery from the left-hand navigation panel:



The uploader allows you to add files individually – ideally your one-page media release saved as a PDF, and up to 5 dynamic and vibrant media photographs (300dpi resolution).

**IMPORTANT: You must upload your Media Kit to EVENTOTRON by Friday 7 July.** These Media Kits will be accessible only by journalists through a special media portal on the website. If you need help uploading these assets, contact our Artist Services Administrator Tom Browne on 03 9660 9600 or [artists@melbournefringe.com.au](mailto:artists@melbournefringe.com.au)

## **PURSUING YOUR OWN PUBLICITY**

Our publicity consultants Zilla & Brook will use the uploaded Media Kits to promote the Festival as a whole. While this may result in coverage for your individual show, **you should also actively pursue your own publicity opportunities.** Make sure to send your media release and image(s) to some key journalists or editors you think would be interested. (We'll be sending the **Melbourne Fringe Media Contacts** resource through the Producer Updates – stay tuned). A few days after you have sent the release, you can follow up with a polite email or phone call. Be prepared for a journalist picking up the phone by having a clear and concise message ready, so you can quickly let them know why you are calling. And remember, if you don't know them personally, don't take it personally if they are short or abrupt. Offer to resend the media release if they can't recall seeing it, and do so immediately.