MEDIA RELEASE

**FOR IMMEDIATE RELEASE or EMBARGOED FOR RELEASE ON [DATE]**

[delete one of the options]

**Snappy, encapsulating headline HERE**

**INTRO PARAGRAPH**: This should be the most interesting, exciting, successful or bizarre thing about your show – the biggest hook to get the journo interested in reading on. Does it use live spiders? Is it the first time a fringe show has been performed in a dentist surgery? This first paragraph might be the only thing a journalist or editor reads, so ask for feedback from friends first, to see if it captures enough of your key message.

**Place hero (main) image here to capture attention.**

Also attach various images, in high reolution to the email – so the journo doesn’t need to follow up!

**WHAT**: is the show about? This second paragraph should include information about the show and what people might expect. Why would they want to buy tickets to your event?

**WHO**: is doing the show? In the third paragraph, you should include information about participants/performers/creative team contributing to your event and some details about their previous work. But keep it short. Add a sepaerate attachment as optional but these are not essential.

**QUOTE**: “*From performer/producer about why they were compelled to make the work*”.

**WHY**: The most important reason or purpose for someone or something's existence.

**PAST AWARDS AND PRODUCTIONS or QUOTES**: from past reviews. Make sure to include who the review was from eg *John Bailey, The Age.*

**LISTINGS:
Venue:** Your Venue [Certain Room, 15 Smith Street, South Yarra] **Date:** xxx e.g. Wednesday 26 January 2018

**Time:** xxxe.g. 8pm **Tickets:** xxx e.g. Full $22.00, Concession $18.00

**Bookings and more information:** [www.midsumma.org.au](http://www.midsumma.org.au)

**MEDIA CONTACT:**

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| **EVENT PR CONTACT NAME:****POSITION:****PHONE:****EMAIL** | **MIDSUMMA FESTIVAL PR:** **Felicity McIntosh****Marketing Manager****PHONE: 03 9296 6600****EMAIL:** **marketing@midsumma.org.au** |

TIPS

* It’s really important to get it all onto one page – be brutal with yourself about what is going to be important to editors!
* If there isn’t room for an image in the main body as displayed above – attach it to the email and add it to this second page – despite the above point.
* Delete the headings, guidelines and these tips that we have in this template before you send!
* Copy the text from this release into the body of email AND attach it as a PDF with image.
* Write a very interesting subject line - this might be all that gets read
* Attach 1MB 300DPI image to your email.
* Follow up with a phonecall (but don’t harass/annoy anyone)!
* Think laterally – eg does your event feature cake? Try sending it to the food section of *The Age*!