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**MEDIA RELEASE**

Ad

**Date 21 Nov 2025**

**Media Release**

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

[delete one of the options]

**SNAPPY, ENCAPSULATING HEADLINE HERE**

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

Also share a Google Drive or Dropbox link that contains various images, in various dimensions, in high resolution to the email – so the journo doesn’t need to follow up.

**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’s 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.

**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 separate attachment as optional, but these are not essential.

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

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

**LISTINGS:  
Venue:** Your Venue [Certain Room, 15 Smith Street, South Yarra]

**Date:** xxx e.g. Wednesday 30 January 2021

**Time:** xxxe.g. 8pm

**Tickets:** xxx e.g. Full $22.00, Concession $18.00  
**Bookings and more information:** www.midsumma.org.au/eventlink

TIPS

* It’s important to get everything 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 tips that we have in this template before you send
* Copy the text from this release into the body of the email, AND attach it as a PDF with an image.
* Write a very interesting subject line - this might be all that gets read
* Attach 1MB 300DPI image to your email. Don’t forget to add a link to a suite of images in different ratios for the Journalist to use.
* Follow up with a phone call (but don’t harass/annoy anyone)!
* Think laterally. For example, if your event features cake, try sending it to the food section of *The Age*!