

How to write a media release

- It's important to think about which media you are targeting – are you going to send this to a local community newspaper or a national paper like The New Zealand Herald or The Dominion Post? Or are you trying to get coverage on the radio or a magazine? Look at the type of stories in your target media and try to write in a similar style and tone.
- Call your target media and speak to the reporters who cover the Education or Business stories. That way you can email your release directly to them. You are far more likely to get your story published if you make a connection with the reporters – don't just send your media release to a generic address like info@thisnewspaper.co.nz
- If you live outside the main cities and are trying to get coverage in a national publication, make sure you clearly describe which towns you are from. You might know where Okaihau or Roxburgh is, but the reporters in Auckland, Wellington, Christchurch and Dunedin may not.
- Send the release at a time that allows the media to respond – for example don't send a press release in the afternoon and expect a reporter to be at your launch the next morning but also don't send the story so far in advance that it will be forgotten when the event is on.
- Write the release in a way that highlights the most newsworthy points about your product/service. You want the reporter to pick up your story so make it easy for them – make it interesting and relevant, and be clear about what the news angle is. For example, if your product is very environmentally friendly, or has a social or community aspect -highlight that.
- Think of the most interesting thing about your business or product/service and what you want to draw the reader's attention to. For example, are you having a product launch at the local farmers market or have you just managed to get an endorsement for your product from a local celebrity. 'Our company has a new product/service' is not worth doing a media release on – 'Our company is launching a new product/service that solves problems for mums and dads' is much better.
- Your headline must be catchy – keep it short and sweet if you can. 'Wellington students create new iPhone app' is far better than 'Wellington High School YES Company Inva-Vision launches brand new high tech iPhone app'.
- Make sure all the key points are in the first three sentences. Many reporters will read the first paragraph and then decide whether to continue reading, or delete your media release and move on. Don't leave it all until the end of the media release.

- Include full contact details (phone number, mobile number, email address) for your CEO or Communications Manager – and answer your phone if it rings!
- Don't forget to send your Regional Coordinator a copy of the email, so they can award you points for sending a media release.

Format your release using the template on page 3. You can see an example of how we write our media releases on page 4.

MEDIA RELEASE

Your heading goes here

Date

Your media release is written here. Make sure you write it in the third person. John Smith, CEO of Company X, says the company has already received orders for 20 units is correct, whereas I have organised 20 orders so far' is not. [Word count – try to keep to 250-300 words]

ENDS (this shows the reporter that the media release is finished and the details below are not meant to be published)

For more information contact:

Your Name

Your Role

Your YES Company

Your Mobile Number

Your Email Address

Background:

You can include some brief background information here eg Company X is taking part in the Lion Foundation Young Enterprise Scheme, a year-long programme which is offered nationwide. Each YES company must create form a business with fellow students and create a new product or service.

MEDIA RELEASE

Xero signs sponsorship agreement with Young Enterprise Trust

Wellington, 01 February 2011

Young Enterprise Trust announced today that online accounting software provider Xero (XRO) has become a major sponsor.

Xero has signed on as a Silver Sponsor and is committed to increasing the funding every year over a four year period.

According to Xero CEO Rod Drury, the sponsorship with Young Enterprise Trust is a logical partnership. "We were looking at our community giving strategy and the work that Young Enterprise Trust aligns with our beliefs. Xero's online accounting software really is helping to make existing business more successful. And by teaching enterprise skills in school, Young Enterprise Trust is helping to make future businesses more successful".

"We are delighted to have Xero join our prestigious family of sponsors," said Terry Shubkin, Chief Executive of Young Enterprise Trust. "As an organisation, Xero is an inspiration to the young people who participate in our programmes. The company is a perfect example of a successful global business which was started by local entrepreneurs and which continues to operate from New Zealand. We hope through participation in our enterprise programmes that we will help to develop the young people that will start the next Xero."

In addition to financial contributions, Xero will provide access for students participating in the Lion Foundation Young Enterprise Scheme to use its online accounting software at no cost. In this programme, which provides students with the real experience of setting up and running their own company, students using Xero will benefit from having real-time visibility of their financials and an understanding of how their business is performing.

"We're confident that the students participating in the Young Enterprise Scheme are part of the next generation of entrepreneurs and leaders of our future," says Rod Drury

ENDS

About Young Enterprise Trust

Young Enterprise Trust is a charitable trust (Charities Commission Registration Number C21103) whose vision is to create entrepreneurial students with a “can do” attitude. Established in 1986, we believe the economic prosperity of New Zealand depends on graduating students that are enterprise capable and financially literate today. To address this we have a range of programmes which run from primary through secondary school. Our mission is to ensure all New Zealand students participate in experiential enterprise and financial literacy programmes. By equipping young people with these skills, we will make a difference to the lives of the individual, their family and society. For more information, visit www.yetrust.co.nz.