

The Ultimate Media Release Cheat Sheet



media release
magic

1 **Headline**

Create a compelling headline to capture journalists' interest.

2 **Hook**

Create a hook to entice the journalist to continue reading

3 **Background**

Provide a brief background of the story.

4 **Quotes**

Add third party quotes here that supports your story.

5 **Issue**

Describe the Issue

6 **Details**

Your own details of the business

7 **Focus**

Media Focus

8 **Further Background**

Provide in-depth background information.

9 **Direction**

Describe the direction that the business is heading.

10 **Call to Action**

Describe the action that you want the journalist to do.

11 **Contact**

Business name, contact name, email name, phone number.