

HOW TO WRITE A MEDIA RELEASE

A media release should be dynamic and interesting so the media will want to interview you and come to your show. It should be short and sharp, containing useful and interesting information in a concise way. Think simple, and use short sentences and short paragraphs.

To get all the necessary information into a news story, the media follow this structure...

WHAT your show is about

WHERE the show is going to take place

WHO you/your team are (including past experience of interest)

WHEN your show is on

HOW & WHY - the juicy bits of information which will really 'sell' your show

The first paragraph of your media release is the most important. The media refer to it as the intro or lead. It will determine whether the reader is 'hooked' and wants to read on or whether they don't finish reading it and move on. Your intro or lead should be hard-hitting and around 25 words. Here's an example of two different leads:

Lock up your mothers, he's on his way.... Gore's favourite comedian, Ivan Bumgardner, has launched his most scandalous comedy revue to date.

Or

Gore comedian, Ivan Bumgardner, is bringing a comedy revue to Auckland.

The first introduction will probably attract the reporter's interest.

- Include some biographical information about the creative team and information about the show.
- Try not to fill too much of your media release with a synopsis of the show - keep it short and simple.
- Try to keep your language accessible for all audiences - not too highly theoretical. Also try not to over promise the experience.

THE FORMAT

- You should indicate on the first line that it is a media release.
- The date should be near the top.
- Your release should start with a big, bold and attention grabbing headline.
- Don't put anything other than the headline in capital letters.
- Put your contact name and details at the bottom of the release.

SAMPLE MEDIA RELEASE

Media Release
For Immediate Release

BLACK HORSE TAKES TO THE STAGE

From critically acclaimed writer and performer **Josephine Stewart-Tewhiu** (*Ruby Tuesday*, *Waru*) and director **Thomas Sainsbury** (*Wellington Paranormal*, *Tom Sainsbury - Comedian & Snapchat Dude*) comes a dark comedy about the black horse of modern depression.

Told through theatre, animation and live illustration, **The Black** plays at Basement Theatre, 8-12 September.

New Years Eve. K Road. Central Auckland.

Drinks are poured, celebrations are loud, the kisses and colours are plentiful. The sky cracks open with coloured light.

A sudden rumble silences the crowd. The Black is coming.

A stampede of a thousand black horses washes over the colour.

The fireworks suck themselves back in and hold their breath. Everything is nothing now.

Cleo watches from her window, and one lone black horse watches her back.

Locking horns with such a hard topic comes as no surprise from Josephine. After discussing suicide and racial stereotypes in *Ruby Tuesday*, and death and treatment of the elderly in *Chalk*, she has shown she doesn't shy away from the tougher conversations in life. Rather, she has a history of treating them with a light comedic touch.

Also an expert illustrator, Josephine is incorporating this through live drawing and animated sequences projected across the set. She is working alongside some of Auckland's most outstanding creatives including, AV director **Abigail Greenwood** (*Eleven*, *Nick: An Accidental Hero*), actor **Julia Croft** (*Power Ballad*, *Working On My Night Moves*), sound designer **Thomas Press** (Silo Theatre's *The Book of Everything & Belleville*, *Art in the Dark*), lighting designer **Marshall Bull** and set designer **Christine Urquhart** (ATC's *Next Big Thing*, *The Mourning After*).

"The power of [Ruby Tuesday] reinforces to me how effective humour can be in punching home our human tendencies to prejudice... Well worth the viewing!"

- Theatreview

"Beautifully constructed and skilfully performed, [Chalk] was a delight to watch from its opening to its close."

- Salient

The Black is one beast we all know.

The Black plays:

Dates: 8-12 September 2015, 8pm

Venue: Basement Theatre, Lower Greys Ave, Auckland

Tickets: \$25 standard // \$20 concession

Bookings: basementtheatre.co.nz // ph. iTicket 09 361 1000

For media inquiries contact

Lydia Zanetti - lydia@basementtheatre.co.nz // 0273413481

Basement Theatre is Auckland's culture-defining powerhouse - home to an artistic mixtape of the performing arts since 2008. The venue showcases new and local voices, featuring 80% world premieres and over 50% New Zealand work in its programme. The Basement's unique risk-share model supports emerging artists by reducing their financial risk, taking a percentage of box office sales in lieu of a venue hireage fee. As a charitable trust, all profits go into running the venue and supporting artists through our development programmes. In a world where everything is downloadable, The Basement is the place to see something live.

"Since it opened in 2008, Basement has changed the way theatre is made in this country."

- NZ Herald

Contact: tim@basementtheatre.co.nz for any venue related media enquiries.