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MEDIA RELEASE

Headline tells hopeful's story in few words

Give yourself a headline that sells the newest or most interesting part of your project. Keep it to one line. Avoid unfamiliar jargon and acronyms. No clickbait style bait-and-switch. Puns are OK.

Central Queensland funk producer Foo McGoo is pinning the success of their upcoming debut album *No Ask, No Get* on the strength of their press release.

The first paragraph should contain all the essential information: if the reader gets no further, they'll know what your story is: who, what, when, where. Leave the how or why til later unless it's a selling point.

NB 1 paragraph = 1 sentence, or 2 very short ones. NNB the writing is short and direct, journalism-style. There'll be room to bring in some personality soon.

The 12-track album, a 60s-themed collaboration between Bororen-based McGoo and the Upper Ulam Downtown Doo Dah Band, launches on Tuesday 12th of Never on all major streaming platforms.

The second paragraph is an extension of the first, with more information about the who, what, when and where. You can bring in the how or why if it's interesting, otherwise leave it for later.

38 year old McGoo, who cut their musical teeth on Young Talent Time and later toured with Alvin and the Chipmunks, says it's great to see the album ready for release.

Introduce yourself or your spokesperson. Use third person even if you're writing about yourself.

"I've been working on the concept on and off since 1997, but it's only since the 'rona I've had time to record the bloody thing," Foo says.

First direct quote. Here's where you can inject your own personality, and also start getting into the why and how, or the story behind what you're doing.

"I went from working 60 hours a week to unemployed and stuck at home in a caravan in Mum's back paddock, so there wasn't much to do but finally pull these damn beats together.

"I know the tunes are tight, but it's really the media release that brings it all together."

Carry on with another 2-4 pars of direct quotes. Now, if you've got another person, group or organisation to quote, it's time to follow the same format for them.

Flash N. Dapan from the Upper Ulam Downtown Doo Dah Band says it was a unique opportunity to broaden the band's horizons.

“I hears this Gawdforsaken bloody racket coming out of the old McGoo, and I goes and susses it out and here's this dickhead farting around with a computer,” Flash says of their first meeting.

“But it turns out he's not a complete bloody fool, so we got the band together and recorded a couple of tunes for washboard, clarinet, bassoon, and of course our trademark thrashing electric guitar.”

Time to start wrapping up, so get back to the main point.

McGoo will be touring an acoustic version of *No Ask, No Get* later this year as COVID-19 gathering restrictions ease.

In the meantime they're concentrating on spreading the word about the new release.

“This press release is top shelf, but you can also share your news through Facebook events, posts and groups, online event diaries, and don't forget old-school stuff like posters in shop windows, flyering, market stalls, and asking your Mum to tell all her bingo friends.”

***No Ask, No Get* will be available from 12pm Tuesday, 12 Never on Spotify, Bandcamp, Apple Music, and other major music streaming platforms.**

For more information or comment, please contact Foo McGoo on 0455 555 555 or mcgoo.foo@anaddress.onthe.net

Make sure people can contact you to follow up on your release. Before you do, this is a good time to check your messagebank greeting and your email address, display name and signature are appropriate for professional use.

Photos attached:

- 1. Foo McGoo performs at the 2017 Agnes Blues Festival. Photo by Clicky Shutter**
- 2. The Upper Ulam Downtown Doo Dah Band at their 1992 Christmas party. Photo by Dulcie Deadforyears.**

Include at least one decent, high-res photo (ideally at least 1200 on the longest side) in a commonly used file format like .jpg. No filters - especially no kitten ears or rainbow vomit, gentle fixes to lighting and such are OK as long as it still looks natural. If the lighting/colour/general quality is dire, desaturating into black and white often improves a poor photo.

For online media (which is pretty much everywhere these days) consider including links to content that can be embedded in a webpage – Youtube or Vimeo videos, songs on SoundCloud, Facebook or Instagram posts etc.

Try to keep the whole thing to one page if you can, but this much less important than it used to be. This rule came about because page 2 of a release often got separated from page 1 and lost in the chaos of a busy newsroom, but press releases are seldom printed out these days because almost all media works digitally.