



## **MEDIA RELEASE**

Here state the date of release or state 'For Immediate Release' or 'Embargoed until...'

## **CATCHY HEADLINE HERE – NO LONGER THAN ONE LINE**

Your first sentence should be short and newsworthy. Make it clear why you're releasing this information today (TIMELINESS) and say why this information matters (IMPACT).

The next two/three paragraphs should explain any CURRENCY or other important points not yet covered. Make sure you've covered off the points of Who, What, When, Where, Why, How (not necessarily in that order).

If you are releasing new research results, include some of those results. If you're launching a program, give a brief description of its aims. Beef up your press release a bit by including this data.

Use simple language, no acronyms, industry jargon or abbreviations. Give background if necessary. Remember, someone with no knowledge of the issue at hand may pick up this release and they need to understand it on first reading.

Now it's time for a quote. Introduce your spokesperson, using their correct title. For example, Director of Heard Communication, Christine Heard says "this release is the best one she's ever had the privilege to read.

"You may want to continue the quote for another paragraph, making sure that your spokesperson sounds interesting, newsworthy and has a strong view. A good idea is to put a key message or piece of crucial information into a quote."

Back to general information now. What else is important for the journalist to know? What's another key message you want to get across? (And, if you're going to be critical of someone or some organisation, make sure you're not being defamatory).

"Perhaps it's time for another quote. It could be from the same spokesperson, or it could be from a client who's used your service, or someone on the coalface of your issue who can give a first-person account of the issue.

"Remember though, if you include such a person in your release you need to have their permission because quotes in a media release can be published without checking with you first."

Time to wrap up – ideally media releases should never go longer than one page. However, you can include a second page if it's a backgrounder to the issue, with bullet points. After you've written the release, re-read to check for accuracy, and ask a colleague to proof read it for you.

***End with: For more information, or to arrange interviews, call Media Contact on 0400 000 000 or [media.contact@yourgroup.com](mailto:media.contact@yourgroup.com) And if you have images/video available, also make that clear.***



Date of release

# **MEDIA ALERT**

**WHAT:** State what event is happening- a launch, press conference, speech etc..

**WHEN:** Date  
Time

**WHERE:** Address  
Any designated parking

**WHO:** The main spokesperson's name and title  
Anyone else who will be available for interviews

*End with: For more information, or to arrange interviews, call Media Contact on 0400 000 000 or [media.contact@yourgroup.com](mailto:media.contact@yourgroup.com) And if you have images/video available, say so.*