

# MEDIA RELEASE *Template*



# MEDIA RELEASE TEMPLATE

LOGO

DATE

MEDIA RELEASE

ATTENTION GRABBING HEADLINE

First Paragraph needs to be concise, capture the journalist's attention and give a quick snapshot of key points.

Second paragraph expands on the first paragraph and introduce Key Spokesperson and Organisation and give summary to lead into their quotes.

"Quotes from key spokesperson that communicate key message," says Ms Johnston.

"Don't make these quotes advertorial, and check that they sound like a verbal quote, not a long-winded sentence that doesn't flow easily when you read it aloud."

If you have a second spokesperson, introduce them here and summarise their relationship to the story.

"Your supporting spokesperson should substantiate your claim or message with their real life experience of your product or service," says Ms Advocate.

"They fully endorse you."

Closing paragraph can include any relevant call to action.

**ENDS.**

**BOILERPLATE OR BIO**

Include company overview if relevant to the release.

**INTERVIEW AND VISUAL OPPORTUNITY**

When: Time, Day, Date

Where: Location

Talent: Name, Position

Name, Position

**MEDIA ENQUIRIES**

Name, Position, Mobile Number

## Extra points:

1. Make your headline stand out in their inbox
2. Start strong with a captivating lead sentence
3. Include the essential details up front
4. Include quotes from your talent
5. Highlight your uniqueness i.e. what sets your story apart from the rest?