

TEMPLATE

MEDIA ALERT

DATE (*insert*)

HEADING (*around six words*)

LEAD (*25 words that provides a general summary of the story*)

SECOND SENTENCE (*25-50 words that outlines the talent available, the location of the event or launch and any additional information that will entice the media to cover the story – however, do not give too much away in the alert*)

(*Information at-a-glance box*)

WHO:	<i>Your organisation</i>
WHAT:	<i>The story in a sentence</i>
WHERE:	<i>The location of the media event</i>
WHEN:	<i>Give the day, the time, and the date of the event of release</i>
TALENT:	<i>List who is available for comment on the day of the event or release</i>

CONTACT (*List the people they can call for comment or details and a mobile number*)

NEED HELP WITH YOUR MEDIA ALERT, OR YOUR MEDIA STRATEGY?

WANT US TO DISTRIBUTE IT FOR YOU?

CONTACT US AT CHRIS@TALKFORCEMEDIA.COM.AU

MEDIA &
COMMUNICATIONS
STRATEGISTS