

## TEMPLATE

### MEDIA RELEASE

DATE (*insert*)

HEADING (*around six words*)

LEAD (*25 words that provides a news hook for the story and encourages the journalist to read on. News hooks need to contain news values like conflict, human interest, issues that affect people directly, issues that are timely, issues that are local, something of national significance, something out of the ordinary, or a combination of them.*)

SECOND SENTENCE (*used to provide broader context for the lead, consider this a short background, around 25-50 words.*)

QUOTES AND TEXT (*follow this up with a quote from your spokesperson and then a mix of information and quotes. Ensure your media release does not go longer than a single page. Include hyperlinks to any information/reports/papers you mention at the bottom.*)

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

**NEED HELP WITH YOUR MEDIA RELEASE, OR YOUR MEDIA STRATEGY?**

**WANT US TO DISTRIBUTE IT FOR YOU?**

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