

Media Release

Date: [Click **here** and type date]

Contact: [Click **here** and type details]

[Insert “active” heading here]

The introduction should include who, what and why the media should care. If this isn't interesting then they won't read further.

The 2nd paragraph should include vital information that supports the introduction.

The 3rd paragraph should paraphrase your first key message. I.e. CEO XX said prostate cancer diagnoses had risen because of X, Y, Z.

The 4th and 5th are usually quotes.

Quotes are to be followed by background information that supports the key message(s).

Where possible, keep the release to one page.

-ENDS-

For further information or interviews, please contact:

[Insert contact name, mobile - and email, if monitored.]

[Option: insert info on your organization – max 1-2 lines with weblink]

Media Alert

Date: [Click **here** and type date]

Contact: [Click **here** and type details]

[Insert “active” heading here]

Introduction – as per media release

(If needed) Second paragraph that puts your alert into context. I.e. The public warning is being issued in the wake of

What: (is happening)

When: (time and date)

Where: (location)

Vision opportunities

If this isn't obvious from the intro and/or event then spell out what opportunities there are to get vision here. I.e. Interviews with ... vision of protestors doing x...

-ENDS-

For details contact: [Insert contact name, mobile - and email, if monitored.]

[Option: insert info on your organization – max 1-2 lines with weblink]