Media release template

Replace everything in [square brackets]. Keep the release to one page where you can, and send it in the body of the email as well as attached.

MEDIA RELEASE

[For immediate release] or [Embargoed until 6.00am AEDT, Wednesday 3 March 2027]

[Headline: the news in one line, in the active voice, under 12 words]

[Optional subheading: one more fact that makes the story stronger]

[CITY], [Day Month Year] – [Lead paragraph: who, what, when, where and why, in 25 to 35 words. A journalist should be able to run this paragraph on its own.]

[Second paragraph: the most important supporting detail. Why it matters now, and who is affected.]

"[A quote from a named spokesperson that adds a view, a reason or a commitment, rather than repeating the facts above]," said [Name], [Title], [Organisation].

[Further detail: background, any figures with their source, and what happens next, including dates.]

[Optional second quote from a partner, customer or community representative who has approved it.]

ENDS

Media contact: [Name, title] · [Mobile] · [Email]
[Available for interview: Name, Title, on dates and times]

About [Organisation]: [Two or three sentences describing the organisation, the same each time you issue a release.]

Notes on each part

Embargo
Use one only when journalists need time to prepare, and give the exact time and time zone. Most releases should be for immediate release.

Headline
Write it as a news headline, not a slogan. Lead with the change or the number that matters.

Lead paragraph
If the journalist reads nothing else, this paragraph must carry the story. Avoid starting with your organisation's name unless it is the news.

Quote
Make it sound like a person speaking. Quotes that only say someone is "pleased to announce" are rarely used.

Facts and figures
Check every claim and be ready to show the source. One wrong figure undermines the whole release.

Media contact
List someone who will answer the phone on the day and can arrange interviews quickly.

Before sending
Confirm approvals, check names and titles, and make sure staff and partners have heard the news first.

General information. Free to use for your own organisation's releases.