

Media Release Template



Tips for a great media release

- **A headline that grabs you.** Just like with a book, if the title doesn't catch your attention you might not read on. Keep it short and punchy.
- **Get your message across in the first paragraph.** Get the main message of your release across quickly, and in the first few sentences.
- **Quotes.** Your first quote is the most important, with the following quotes in order of priority. Your last quote should repeat your most important point in different words. No quote should be more than two short sentences. Your quotes should make an argument, rather than describe the story, eg. 'the letterbox drop is important for democracy', not 'I have done a letterbox drop'.
- **Quantify your argument with hard numbers.** If you've collected 2000 petition signatures, mention it!
- **Proofread your release.** It will make you look more professional and encourage journalists to take it seriously.
- **Stick to one page.** If a journalist wants more detail they'll ask.
- **Include contact information.** Don't forget to include your name, mobile number.

Below is a general media release template for you to copy, fill in and send in to your local media outlet.

Media Release Template



MEDIA RELEASE

[DAY] [MONTH] 2016

[LOCAL RESIDENTS] DELIVER MESSAGE ON [ISSUE] TO [ELECTORATE]

GetUp! member **[your full name]** has **[insert activity/action you've taken]** in **[electorate/local town]** to get **[election issue]** on the agenda this election.

"People in **[electorate]** are really feeling the impact of **[election issue]** on our local community. I want the candidates to come up with real commitments and policies the community can vote for," said **[your name]**.

"GetUp is a community advocacy organisation that holds governments to account. I'm just one GetUp member of many around Australia who are taking local action in their electorate to put important issues on the agenda this election.

"This issue is particularly important here in **[electorate]** because **[insert the effect the issue has had, eg. less hospital beds, bigger classroom sizes, loss of local services]**.

"It's been inspiring to take real action. I care about this issue because **[one/two short sentences on why it is important to you personally]**.

"The more awareness we can raise around **[issue]** in **[electorate]** the better. Voters will be more informed, and the candidates more accountable. This is good for democracy and good for the local community."

MEDIA ENQUIRIES: [Contact name] [Contact number]