



# Media Release Template Guide



## Purpose

A guide to creating a media release using a template.

To make it easy for marketing and media colleagues/ journalists to pick up your information and use it with minimal editing.

An engaging and accurate media release should portray a strong image of, and message about, older people.



## Audience

Internal communication teams, external media agencies.

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[www.sahealth.sa.gov.au/  
AgePositiveCommunicationToolkit](http://www.sahealth.sa.gov.au/AgePositiveCommunicationToolkit)

## Summary of media release structure

- Date of writing
- Date for public release (immediate or specific date/embargo)
- Headline [8-12 words]
- Lead [30-40 words]
- Body
- Name and details of contact person (mobile preferred)
- End

### A media release might be used to communicate:

- Positive outcomes and participant experiences of projects
- Program launch or new premises opening
- Publicising an event or opportunity etc. (including any public figures who will attend)
- New appointments in the organisation;
- Achievements such as winning an award
- Advocacy pieces on issues faced by the industry
- Share data from surveys or/and research.

## Before you begin...



- 1 Think about your purpose in writing the media release. What are you trying to achieve? Is it newsworthy? For example, are you trying to educate the reader and provide facts about a particular issue? Are you promoting an event you are organising in your local area?
- 2 Consider your key messages, particularly as they relate to older people. What do you want people to take away from reading the article? What do you want their lasting impression of older people to be? Note down key phrases you can use to send that message.
- 3 Consider what is going to get the media's attention as well as what matters to your target audience. Try to tap into this to catch their attention.
- 4 Note down your key facts - who, what, when, where, why and how?
- 5 Have a clear call to action that aligns with the purpose of the release. What do you want people to do after they read the release? (read a report, complete a survey, attend an event etc.)

Refer to the media release template in this toolkit.

*Guide continued on the next page*



## Tips

- 1 Keep paragraphs short: 1-3 sentences maximum, with clear breaks between them. Aim for a maximum length of one page.
- 2 Pay attention to grammar. This will build your/your organisation's credibility and make life much easier for journalists and media professionals who may be more likely to pick up your release.
- 3 Be aware of big media events going on. Don't send out a media release or organise an event when there are major news stories happening as the release may be ignored. Try to pick a quiet time in the news cycle to distribute a media release or editorial.
- 4 For non-embargoed media releases it is important to consider the distribution timing. If you want it to appear in the next day's paper, be aware of their deadline. Similarly for evening news, be aware that if you send it to lots of outlets, any with an online presence may 'break' the story on social media, which may result in other outlets not running with it at all.
- 5 Tap into relevant national and international movements and leverage these where possible to draw attention and add weight to your release, for example International Day of Older Persons or Neighbour Day.
- 6 Add any relevant links that allow journalists to gather more information if they need it. For example, if you are promoting research findings provide the link to the full report; if announcing an important appointment - a new CEO for example, add a link to their profile on the company's website.

*Guide continued on the next page*

# Checklist



Use this checklist once you have written your media release.

- Does the reader know what the article is about within the first paragraph?
- Does the reader know what is in it for them within the first two paragraphs?
- Is the most important information first? (A story should be written so that if there is too much information, it can be edited from the end without losing its meaning)
- Does the content flow well? Is it easy to read? (You may wish to ask someone else to give you an opinion on this!)
- Do your language and images represent the target audience, and do they resonate with each other?
- Do they represent positive, non-ageist views of older people?
- Are there assumptions or generalisations within the descriptions of older people? (if the answer is yes, revise before submitting.)
- Could someone have a diminished view of older age by reading it? (if the answer is yes, revise before submitting.)
- Are the quotes you have used adding to the story? Do they challenge stereotypes of older age?
- Has the release been proofread by two different people and signed-off by the relevant organisation's spokesperson?

## For more information contact

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