> ℹ️ Use the italic text to guide you in what information to include. Discover more about using this template: **www.sahealth.sa.gov.au/AgePositiveCommunicationToolkit**

Template

Media Release

FOR IMMEDIATE RELEASE / EMBARGO -
Not for release before [DATE]

YOUR LOGO HERE (OPTIONAL)

Edit above to make it clear if this information can go out to the public immediately or if it needs to be held until a certain date.

[Headline]

Short and sweet headline - 8-12 words; avoid overly emotional language, make sure it captures your core topic and angle.

[LEAD] Opening paragraph: 30-40 words. It should include all the vital information that is critical to the reader: who, what, when, where, why, how (5W&H). It needs to gain their interest and make them want to read more, while telling them exactly what the article is about.

[BODY] If you didn't get all your 5 W&H questions answered in your lead, start with whatever is left to cover. The paragraphs after the lead should expand on the 5W&H and provide additional information to support your story. Again, keep each paragraph to 1-2 sentences and well-spaced.

[QUOTES] Quotes from people who are directly involved add credibility and stretch your message beyond just one voice. Quotes can powerfully portray a positive message about/ for older people, speak to diversity etc. It is worth choosing/finding powerful quotes from older people themselves to illustrate and 'tell the story'.

Tips:

- *Make sure you have the person's permission to include their quote and that they are comfortable being connected with the content of the article.*

- *Ask the person if they'd be happy to chat with a journalist about their experience or opinion.*

- *Always include a name and suburb/state. If they don't want their name included, ask for permission to use their first name only, or use a pseudonym and add that as a note at the end of the media release.*

[IMAGES] Images are a powerful way to convey the key messages of your media release. Media outlets generally have few photographers, supplying a few digital, high-quality images can be important. Choose images of older people that resonate with the content and represent your target audience. If you do not include photos that you choose you are leaving it open to the media professional to choose their own, so pre-empt with quality eye-catching photos. Where possible, try to use photos of real people who have a connection to the story. See the Image Guidelines for more information.

END

All media releases need to have the END clearly marked, before any notes or additional information external to the article text.

[NOTES] Add any relevant additional information as background for the media professional. For example, a web link to more information, a note about use of pseudonyms etc.

ABOUT US

[Company description] If you are sending your information externally, you should provide short background information about who you are and what you do. Even internally, it can be worth providing a brief paragraph about your area of the business, especially if you work in a large organisation. Don't make it longer than 2 paragraphs.

[Contacts] Contact details: name, organisation, website, phone number and email address must be provided at the end of the release. Ensure the information is easy-to-read and clearly stated.

[Attachments]

Remember, if you are emailing your media release, large attachments may be rejected by the receiver's computer system server.