Media release template

**DRAFT MEDIA RELEASE**

Title

Name

Day Month Year

**Newsworthy headline is centred, 12 pt and fits on one line**

The lead is the first line of the media release and should be a maximum of 33 words, newsworthy and should let the journalist know what the story is about, why it’s timely and why it’s of interest to their audience.

The second par should be an indirect quote from a key stakeholder and written in an active voice and past tense. For example: Jane Citizen said no stone would be left unturned in the fight against crime.

“The next par is a direct quote and should follow the style of the inverted pyramid,” Jane said.

“If the quote continues over more than two sentences, you don’t need to close the quote in quotations marks at the end of the lines in-between.

“The quote is then started with quotations marks, and if it is the last quote, closed with quotation marks.”

When introducing a spokesperson always include the name of their organisation, title and name. For example: ABC Group Coordinator John Citizen said the group was working hard to deliver for the community.

“This is an example of a correctly punctuated quote,” Mr Citizen said.

“A media release should always have the most important information at the top.

“Imagine a news editor cutting the last three sentences of your media release and ensure he or she would not be cutting out the most important information.

“Media release should only be one page, or occasionally two if there are multiple spokespersons.”

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Insert a relevant website for the reader to find more information (Eg, [www.abcd.com.au](http://www.abcd.com.au))