

MEDIA RELEASE TEMPLATE

HEADLINE

Create a snappy headline that stands out and makes people want to know more.

SUB-HEADING

Expand on your headline.

INTRODUCTION

Provide the key information including the who, what, where, when and why.

FURTHER DETAILS

Expand on the information in your introduction.

QUOTE

Include a quote from you or someone relevant to your story that will add credibility.

ADDITIONAL RELEVANT INFORMATION

Expand further on the ideas and themes already mentioned.

QUOTE

Add an additional quote to support your story.

CONCLUSION

Summarize what has already been said.

CONTACT DETAILS

Provide the best contact details for who the media can contact.
A phone number and email are a must.

NOTES TO THE EDITOR

You can provide additional information here including a profile on the studio.

TIP

Send a range of high resolution images with your press release.