LETTERHEAD

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Media Release (ideally 1 page only): Date (of release)

Headline (write last)

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Par 1 (strong, newsworthy angle; active, direct language, simple sentence, most imp. info)

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Par 2 (background to the story – facts, figures, dates, context, next most imp. info)

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Par 3 (introduce spokesperson, title first then name – don't use personal titles)

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Par 4 (first quote – opinion)

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Par 5 (statement – fact)

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Quote (don't close a quote if the next paragraph is going to also be a quote)

Quote (close the quote here because the next par is a statement)

Final statement (finish with a fact)

ENDS/.

MEDIA CONTACT: _____