



# LETTERHEAD

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

**Headline (write last)**

**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:** \_\_\_\_\_