MEDIA RELEASE TEMPLATE

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| YOUR COMMUNITY PLAN TITLE |

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| **MEDIA RELEASE**  Date: 4 August 2016  For immediate release |

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| Headline  First paragraph  Your first paragraph needs to grab the reader’s attention. It should explain your headline ‘in a nutshell’ and briefly cover the important points. Ensure it is clear, succinct and conveys your key message.  Second paragraph  The second paragraph introduces the talent (title first, then name) with an indirect quote that highlights the key issue or topic.  Third and fourth paragraphs  The following paragraphs should contain a mix of quotations and statements of fact and should explain in further detail the key messages - who, what, where, when and why.  **IMPORTANT –** a good media release should fit into one A4 page  -ENDS- |
| **Media enquiries**  If you would like an interview with <insert name>, please contact:  Contact name, address, phone and fax number, email address and website. |