<Insert School letterhead and/or logo>

**Media Release**

<Date>

**<Headline: This should summarise the key points in an interesting way. It is designed to catch the readers attention and encourage further regarding. Put it in bold>**

<Lead paragraph: Key part of your media release. Make sure it summarises the story and hooks the reader. Check it includes who, what, when, where, why and how. Make the problem solvable by a donation, e.g. “This dedicated group of students have been working hard to get to the competition but cannot afford the expensive interstate trip within the support of generous members of the community like you.”>

<Body: Expand on the lead paragraph and start telling the story. It’s important to prioritize messages from the most important to least. Use short sentences and short paragraphs with active language. Always write in the third person.

Use quotes to make the writing more interesting but remember all opinions must be attributed to a particular person or the organisation.

<End: The last paragraph is the least important and can include background information about you and your services or summarise the essential elements of the media release.

Always finish the media release with -ends- so the journalist knows it is finished. >

Contact

For further media information contact:

Contact name:
Email:
Phone number:

About <school name>

One paragraph summary of background information about yourself and the school It will give the journalist an overview and isn’t necessarily needed in the body of the media release.

Add the platform somewhere