STATEMENT

Date:

Headline – preferably single line, bold, 14 point Arial font

Body text 11 point Arial. First sentence – eye-catching, sums up news interest:
Capture the most interesting news angle in the opening sentence

Second sentence:
Next most interesting point/ general description of the rest of the story

Next 2-3 sentences:
Include meaningful quotations from a spokesperson who is available for interview
Give concise title of the spokesperson e.g. Professor John Citizen, Flinders School of Education

Next 5-10 sentences:
Detail background necessary to understand the context of the story
Add further quotations from the spokesperson
Conclude with pertinent details of paper publication, launch etc.

End notes:
• include name, title and telephone contacts of spokesperson/s and the media team including mobile numbers – and ensure the spokesperson is available with their mobile turned on!
• One sentence per paragraph. Ensure Flinders University is mentioned within the first three paragraphs.
• If a joint release with other universities/entities, ensure clear titles are given to collaborators
• clearly date the release
• highlight filming or photo opportunities
• spellcheck for typos before sending ©

Hints:
• An effective media release should address the following – Who is involved, What is involved, When did it happen, Where did it happen, Why did it happen and How did it happen?
• Review the sample media releases accompanying this guide; think about how newspapers and broadcast media order their content to reflect ‘news value’
• Avoid jargon and explain necessary technical terms
• Avoid hyperbole and puffery – the focus is news, not self-promotion
• The OCE media team can advise on the newsworthiness of your announcement and assist with editing and distribution – media outlets receive hundreds of media releases a day and we can help yours stand out!
• Media releases have greatest impact if issued early on the day of the activity, or distributed on embargo prior to the news item happening
• When the subject is interesting and the media release is well crafted and targeted Flinders can attract publicity around the world

Further information
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