## Media Release Brief

#### CONTACT PERSON 1

**Name of contact person/s Phone**

**Email address**

#### CONTACT PERSON 2

**Name of contact person/s Phone**

**Email address**

#### ORGANISATION

**Name of organisation**

**Website address, social media links and/or other contact details of organisation**

#### ABOUT THIS MEDIA RELEASE REQUEST

### Aim of media release

*[What do you hope this communication will achieve?]*

**Intended audience**

**Country/s**

**State/s**

**Target publications/media outlet**

**Why will this media outlet be interested in this media release? How will it appeal to its audience?**

**What are the key messages you want this media release to make?**

#### SPOKESPERSON/S

**Who is the key spokesperson/s – role and title**

**Please provide two short, draft quotes to include in the media release**

#### TIMING

**When would be an optimal release date for the media release, and what makes this the optimal time?**

*[eg a report is due to be released, a new product line will be launched, to announce a new CEO, heatwaves are currently occurring etc]*

**What other publicity have you planned around this issue; eg social media campaign, letters to politicians, event?**

Should you like assistance with developing your media release, please email this completed brief to heidi@inclusivecommunications.com.au

Thank you, we’ll be in touch within 7 days to let you know if we are able to assist.