FREE HANDBOOK

Press and media release templates

A practical handbook for Australian announcements

Templates, fictional examples and a writing checklist to help you turn your news into a clear media release.

GET THE WORD OUT

getthewordout.com.au

For businesses, charities, community groups and creators

All templates and worked examples are illustrative. Replace every placeholder with your own verified facts before use.

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How to use this handbook

A practical collection of media release templates for Australian businesses, charities, community groups and creators. A media release, also called a press release, gives journalists the facts they need to assess a potential story.

Choose and adapt

Choose the announcement closest to your news. Each template includes a suggested headline, opening paragraph, supporting information, quote prompt and next step. Adapt the structure to your facts; delete any sentence that does not apply.

Replace every placeholder

Replace all square-bracketed text with accurate information. INSERT DATE HERE marks every date you need to supply, including release, launch, closing, research and historical dates. Use a full day, month and year in your finished release; add the time and time zone where relevant. For a date range, replace both occurrences separately.

Treat examples as fictional

All templates and worked examples are for illustration only. The example organisations, people, events, quotations and figures are fictional and are not claims about real entities. Do not publish a worked example as news. Replace its facts with your own verified information and obtain approval for every attributed quote.

Copy only the release

The template title and advice above each release are learning notes. Remove them, the handbook branding and all unused prompts before distribution. Start the release at MEDIA RELEASE or MEDIA ADVISORY. Use the editable text companion if you prefer to copy and adapt the wording.

Make the final release timely

This handbook is evergreen; your completed release should describe a specific, timely announcement. Replace vague references such as today, recently or next month with actual dates when needed for clarity.

Write a release journalists can use

Start with the news

Identify what is new, who it affects and why it matters to the audience of the outlet you are approaching. Put the announcement in the headline and opening paragraph. Explain who, what, where and when, then add why and how.

Keep the structure simple

Use a factual headline in sentence case. Add an optional one-line subheading only if it contributes new information. Follow the opening with supporting facts, an approved quote, useful background and practical next steps. Put essential information first so later paragraphs can be shortened.

Write plainly and specifically

Aim for roughly 300 to 500 words for a typical completed release, allowing more or less when the story requires it. Use short paragraphs and Australian spelling. Explain unfamiliar abbreviations. Prefer concrete detail over phrases such as game-changing, world-leading or proud to announce.

Make quotes earn their place

Use one or two approved quotes that explain a decision, offer insight or describe a consequence. Name the speaker and their role. Do not create a customer endorsement or imply a person said something they have not approved.

Show the evidence

Check names, locations, figures, prices and dates. Identify sources for statistics and comparisons. Make clear whether an outcome is achieved, expected or a goal. For studies, include methods and limitations. Use appropriate specialist review for sensitive scientific, health or corporate announcements.

Help the journalist respond

Include a reachable media contact and available interview opportunities. Provide approved images with captions, credits and usage information. An effective release makes the story easy to assess; it does not guarantee editorial coverage.

The standard media release structure

Use this general format when none of the topic templates is an exact fit. The location in the opening is the location relevant to the announcement, not automatically your head office.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Organisation] announces [specific news] for [audience]

[Optional subheading adding one important detail; delete if unnecessary].

[City, State] - [Organisation] will [specific announcement] on INSERT DATE HERE, affecting [audience] in [location or market]. [Explain why this matters].

[Supporting facts, scope and evidence. Explain the most important practical detail before adding background].

"[Approved quote offering insight or explaining the decision]," said [Full name], [role] at [Organisation].

[Additional verified detail or brief context]. [State how people can participate, book or learn more, including relevant conditions]. Details: [Primary URL].

About [Organisation]

[Two factual sentences describing what the organisation does, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

If using an embargo, replace FOR IMMEDIATE RELEASE with EMBARGOED UNTIL INSERT DATE HERE, [time and time zone]. Agree the embargo with recipients before sending; a label alone does not establish agreement. Confirm the distribution service supports embargoes.

Book launch

Template only. Lead with the subject, audience or local connection. Include review-copy and interview availability.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Author] explores [subject] in new book [Book title]

[City, State] - [Author or publisher] will release [Book title] on INSERT DATE HERE. The [genre or format] book explores [specific subject] for [readership].

[Brief synopsis without plot spoilers]. Published by [Publisher], the book will be available in [formats] through [confirmed outlets] at [AUD price and applicable charges].

"[Approved quote explaining the idea behind the book and what readers can learn or experience]", said [Spokesperson name], [role] at [Organisation].

A launch will take place at [venue] on INSERT DATE HERE at [time and time zone]. [Booking requirements]. Review copies, a cover image and author interviews are available via the media contact. Details: [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

Company acquisition

Template only. State whether the deal is agreed, conditional or completed. Use the version that matches the actual transaction.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Company A] agrees to acquire [Company B]

[City, State] - [Company A] has agreed to acquire [Company B], a [business description], to [specific purpose]. Completion is expected on INSERT DATE HERE, subject to [outstanding conditions].

[Disclosed transaction value or approved statement that terms are undisclosed]. [Explain confirmed implications for customers, employees and operations; distinguish plans from decisions].

"[Approved quote explaining the commercial rationale and practical effect]", said [Spokesperson name], [role] at [Organisation].

[Company B spokesperson name and role] said: "[Approved response from Company B]." Further transaction information and updates: [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

Business award

Template only. Name the awarding body and category. Avoid calling an award prestigious or independent without evidence.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Organisation or person] wins [Award category] at [Award name]

[City, State] - [Organisation or person] has received [Award category] at the [Award name], presented by [Awarding body] on INSERT DATE HERE for [specific achievement].

[Explain the recognised work and a verified result]. The category was assessed against [published criteria]. [Include the scope of the award and source of the result].

"[Approved quote recognising the people involved and explaining the significance of the work]", said [Spokesperson name], [role] at [Organisation].

Award details and supporting information: [Primary URL]. [Award recipient or spokesperson] is available for interview.

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

Board appointments

Template only. Confirm roles and appointment status. Include only relevant professional background.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Organisation] appoints [Name] and [Name] to its board

[City, State] - [Organisation] has appointed [names] to its board, effective INSERT DATE HERE. The appointments add experience in [relevant areas] as the organisation [specific priority].

[Name] will serve as [role] for [term length]. [Name] will serve as [role] for [term length]. [Summarise relevant qualifications and experience, and distinguish new appointments from reappointments].

"[Approved chair quote about how the appointments support the organisation's work]", said [Spokesperson name], [role] at [Organisation].

[Explain any confirmed committee or leadership changes]. The full board list and biographies are available at [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

CEO appointment

Template only. Explain the leadership change without inventing a departure reason or disclosing private information.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Organisation] appoints [Name] as chief executive

[City, State] - [Organisation] has appointed [Name] as chief executive, effective INSERT DATE HERE. [Name] will lead [key responsibility or strategic priority].

[Name] brings [relevant experience], including [verified achievement]. [Explain the transition from the outgoing or interim leader, if confirmed and approved].

"[Approved quote from the chair explaining the appointment]", said [Spokesperson name], [role] at [Organisation].

[Incoming CEO name] said: "[Approved quote about the role and initial priorities]." Biography and appointment details: [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

Business closure

Template only. Prioritise affected people and practical arrangements. Do not assume closure means liquidation.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Organisation] announces closure of [business or location]

[City, State] - [Organisation] will close [business or location] on INSERT DATE HERE. [Give the approved reason, if appropriate, and identify which operations are affected].

[Set out confirmed arrangements for existing orders, appointments, customer support and any refunds or warranties]. [Explain arrangements for employees only where approved for public release].

"[Approved quote acknowledging the people affected and explaining the next steps]", said [Spokesperson name], [role] at [Organisation].

Customers can obtain assistance through [customer service channel]. Updates will be published at [Primary URL]. [State the next update date as INSERT DATE HERE if an update is scheduled].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

Call for change

Template only. Anchor the release in a new submission, proposal or action. Attribute views and substantiate factual claims.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Organisation] proposes [specific change] to address [issue]

[City, State] - [Organisation] has submitted [proposal or submission] to [decision-making body] on INSERT DATE HERE, calling for [specific change] to address [defined issue].

[Summarise the proposal and who would be affected]. [Cite relevant evidence by source title, author or body, and publication date: INSERT DATE HERE]. [Explain material limitations or other relevant context].

"[Approved quote explaining the organisation's position and intended outcome]", said [Spokesperson name], [role] at [Organisation].

[Describe the next confirmed step and any consultation deadline: INSERT DATE HERE]. The proposal and evidence are available at [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

New employee appointment

Template only. Use for an appointment with external news value. Keep routine staff updates in internal channels.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Organisation] appoints [Name] as [Role]

[City, State] - [Organisation] has appointed [Name] as [Role], starting on INSERT DATE HERE, to oversee [responsibility with relevance to customers or the industry].

[Name] joins from [previous organisation or background] and brings [relevant expertise]. [Include one verified achievement and explain what the appointment enables].

"[Approved quote explaining why this expertise matters to the organisation's work]", said [Spokesperson name], [role] at [Organisation].

[Name] said: "[Approved quote about the contribution they intend to make]." Appointment details: [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

Partnership announcement

Template only. Explain each partner's contribution and the people who will benefit. Obtain both parties' approval.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Organisation A] and [Organisation B] partner to [specific purpose]

[City, State] - [Organisation A] and [Organisation B] have agreed a partnership to [deliverable] for [audience or region], beginning on INSERT DATE HERE.

[Organisation A] will provide [contribution], while [Organisation B] will provide [contribution]. [Set out the scope, duration and first confirmed activity].

"[Approved quote explaining the practical value of the partnership]", said [Spokesperson name], [role] at [Organisation].

[Partner spokesperson and role] said: "[Approved partner quote]." [Explain how eligible people can take part]. Details: [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

Subsidiary or new business

Template only. Distinguish a subsidiary, a trading brand and a new location. State the ownership relationship accurately.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Parent organisation] establishes [New business] to serve [market]

[City, State] - [Parent organisation] has established [New business], a [subsidiary or business description], to provide [offering] for [audience]. Operations will begin on INSERT DATE HERE in [location or market].

[Explain ownership, leadership and how the new business relates to the parent]. [Describe the need and provide verified evidence where available].

"[Approved quote explaining the decision and the initial focus]", said [Spokesperson name], [role] at [Organisation].

[Outline confirmed availability and how customers can access the offering]. Business information: [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

New service

Template only. Explain the problem the service addresses. Replace vague promises with specific features and access details.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Organisation] launches [Service] for [audience]

[City, State] - [Organisation] will launch [Service] on INSERT DATE HERE, giving [audience] in [service area] access to [specific capability or support].

The service includes [key inclusions] and is available to [eligibility]. [Explain delivery method, relevant limits, pricing in AUD and applicable charges].

"[Approved quote explaining the customer need and how the service responds]", said [Spokesperson name], [role] at [Organisation].

[Distinguish pilot availability from a full launch]. Bookings or enquiries open on INSERT DATE HERE. Details: [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

Campaign launch

Template only. Use a real launch or new activity as the news. Present a goal as a goal, not an achieved result.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Organisation] launches [Campaign] to support [specific outcome]

[City, State] - [Organisation] will launch [Campaign] on INSERT DATE HERE to [defined objective] in [location or community]. The campaign invites [audience] to [specific action].

[Explain the issue using a named source and relevant evidence]. Activities include [confirmed activities], with [partners] contributing [confirmed role]. The campaign aims to [measurable goal].

"[Approved quote explaining why the organisation is taking action and how people can participate]", said [Spokesperson name], [role] at [Organisation].

The campaign runs from INSERT DATE HERE to INSERT DATE HERE. Participation details and resources: [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

Company merger

Template only. Differentiate an agreed merger from a completed merger. Identify outstanding approvals and operational impacts.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Organisation A] and [Organisation B] agree proposed merger

[City, State] - [Organisation A] and [Organisation B] have agreed to merge to [purpose]. The proposed merger is expected to complete on INSERT DATE HERE, subject to [conditions].

[Explain the proposed name, ownership or governance arrangements and leadership, where confirmed]. [Describe expected customer and employee impacts, separating confirmed decisions from proposals].

"[Approved quote explaining the rationale and proposed benefits without guaranteeing outcomes]", said [Spokesperson name], [role] at [Organisation].

[Other organisation spokesperson and role] said: "[Approved quote]." Transaction details and updates: [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

Milestone or anniversary

Template only. Connect the milestone to a meaningful result or new activity. Check the measurement period and anniversary calculation.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Organisation] marks [milestone] with [new initiative]

[City, State] - [Organisation] will mark [anniversary or measured milestone] on INSERT DATE HERE by [specific initiative or community activity].

[Explain what has been achieved and how it was measured]. [Give concise context about the organisation's development, using INSERT DATE HERE for any founding or comparison date].

"[Approved quote explaining what the milestone means for customers, staff or the community]", said [Spokesperson name], [role] at [Organisation].

[Describe confirmed next steps or event arrangements]. Information and participation details: [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

Company name change

Template only. Explain whether only the brand changes or the legal entity also changes. Include what customers need to do.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Old name] changes its name to [New name]

[City, State] - [Old name] will change its name to [New name] on INSERT DATE HERE to reflect [specific reason].

[Explain the scope of the change, including the legal entity, ownership, services and existing agreements where relevant]. Customers will [required action, or a verified statement that no action is needed].

"[Approved quote explaining the reason for the new name]", said [Spokesperson name], [role] at [Organisation].

[Explain the transition for websites, contact details and invoices]. Customers can verify the new details at [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

New location or relocation

Template only. State whether this is an additional site or a move. Include the address and any interruption to service.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Organisation] opens [facility type] in [Location]

[City, State] - [Organisation] will open [new or replacement facility] at [address] on INSERT DATE HERE, providing [services] for [local audience].

[Describe relevant facilities, capacity and confirmed jobs, if newsworthy]. [If relocating, state the old site's closing date as INSERT DATE HERE and explain continuity arrangements].

"[Approved quote explaining the choice of location and practical benefits]", said [Spokesperson name], [role] at [Organisation].

Operating hours are [days and hours]. [Explain access, appointments and accessibility arrangements]. Location details: [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

Product launch

Template only. Focus on a specific use and substantiated difference. Keep future or test results distinct from proven benefits.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Organisation] introduces [Product] for [specific use]

[City, State] - [Organisation] will release [Product] on INSERT DATE HERE, offering [audience] a way to [specific task or use].

[Describe the product, two or three relevant features and how it works]. [Support any performance comparison with the test method, conditions and source].

"[Approved quote explaining the need that informed the product's design]", said [Spokesperson name], [role] at [Organisation].

[Product] will be available in [markets or channels] at [AUD price and applicable charges]. [State availability limits]. Product details and media assets: [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

Staff promotion

Template only. Explain the new responsibilities and relevant track record. Do not assume a promotion is newsworthy outside the organisation.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Organisation] promotes [Name] to [Role]

[City, State] - [Organisation] has promoted [Name] to [Role], effective INSERT DATE HERE, with responsibility for [scope].

[Name] previously served as [role], where [verified contribution]. The new role will focus on [specific priorities relevant to customers, partners or the industry].

"[Approved quote from the manager explaining the appointment]", said [Spokesperson name], [role] at [Organisation].

[Name] said: "[Approved quote about the work ahead]." Role details and biography: [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

New program

Template only. Describe eligibility and actual benefits. Disclose incentives and conditions clearly when announcing a referral program.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Organisation] introduces [Program] for [participants]

[City, State] - [Organisation] will open [Program] on INSERT DATE HERE to help [eligible participants] [specific purpose].

Participants will receive [support, services or incentives] subject to [eligibility and material conditions]. [Explain how selection works, the available places and any fees].

"[Approved quote explaining the need for the program and its intended outcome]", said [Spokesperson name], [role] at [Organisation].

Applications close on INSERT DATE HERE. [For ongoing applications, replace this sentence with the confirmed process]. Program details and terms: [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

Resignation announcement

Template only. Use agreed public wording. Do not speculate about reasons or future plans.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Organisation] announces [Name]'s resignation as [Role]

[City, State] - [Organisation] has accepted the resignation of [Name] as [Role], effective INSERT DATE HERE.

[Include the approved reason only if appropriate]. [Summarise relevant contributions]. [Name or role] will oversee [responsibilities] during [confirmed transition arrangements].

"[Approved quote acknowledging the contribution and explaining continuity]", said [Spokesperson name], [role] at [Organisation].

[Describe the confirmed succession process without naming unannounced candidates]. Further information: [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

Retirement announcement

Template only. Focus on professional contributions and succession. Include private or personal details only with permission.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Name] to retire as [Role] at [Organisation]

[City, State] - [Organisation] has announced that [Name] will retire as [Role] on INSERT DATE HERE after [length of service].

[Summarise one or two verified contributions]. [Explain the confirmed succession or interim arrangements and any implications for customers or partners].

"[Approved quote from the organisation recognising the contribution]", said [Spokesperson name], [role] at [Organisation].

[Retiring person] said: "[Approved reflection]." [Include farewell event details only if public attendance is intended]. Information: [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

Stock exchange listing update

Template only. Match the wording to the confirmed stage. Have the release reviewed through the appropriate corporate disclosure process.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Organisation] appoints [Adviser] to assess a possible [Exchange] listing

[City, State] - [Organisation] has appointed [Adviser] to assess a possible listing on [Exchange]. [State the exact stage and whether a decision to proceed has been made].

[Describe the business and approved rationale]. Any listing would be subject to [relevant conditions]. [Include only approved transaction information and avoid implying assured returns or approval].

"[Approved quote explaining the purpose of the assessment]", said [Spokesperson name], [role] at [Organisation].

Further updates will be provided through [authorised disclosure channel]. Official information: [Primary URL]. [If announcing a completed listing instead, replace the headline and lead with verified listing details and INSERT DATE HERE].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

Survey or research findings

Template only. Report the actual result and denominator. Include enough methodology for a journalist to assess the claim.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Survey] finds [verified finding] among [surveyed population]

[City, State] - [Organisation] has released [Survey or report], which found [result] among [defined sample]. The research examines [subject] and was published on INSERT DATE HERE.

[Researcher] surveyed [sample size and population] from INSERT DATE HERE to INSERT DATE HERE using [method]. [Explain recruitment, weighting if used, funder and important limitations].

"[Approved quote interpreting the finding without generalising beyond the evidence]", said [Spokesperson name], [role] at [Organisation].

[Add a second relevant result with its base size]. The report, questions and methodology are available at [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

Charitable initiative

Template only. Identify the beneficiary and distinguish a pledge from funds already delivered. Explain the funding mechanism.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Organisation] launches [Initiative] to support [cause]

[City, State] - [Organisation] will launch [Initiative] with [Charity or community partner] on INSERT DATE HERE to provide [specific support] for [beneficiaries].

[Describe the committed funding, goods or staff time]. [Explain how support will be delivered, by whom, and any conditions or cap]. The initiative aims to [intended outcome].

"[Approved quote explaining the need and the organisation's contribution]", said [Spokesperson name], [role] at [Organisation].

[Partner spokesperson and role] said: "[Approved quote about the intended use of the support]."
Participation details: [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

Charity event

Template only. Specify how proceeds are allocated. Do not automatically claim all proceeds go to the cause.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Charity] hosts [Event] to fund [specific purpose]

[City, State] - [Charity] will hold [Event] at [venue and location] on INSERT DATE HERE to raise funds for [specific service or project].

The event will feature [confirmed activities]. Tickets cost [AUD price and applicable fees]. [State the actual donation amount, percentage or net-proceeds arrangement, including relevant costs].

"[Approved quote explaining the community need and intended use of funds]", said [Spokesperson name], [role] at [Organisation].

The event runs from [time] to [time and time zone]. [Include accessibility and attendance requirements]. Tickets and fundraising details: [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

Donation appeal or collection drive

Template only. Say what is needed, why and how it will be used. List accepted items and practical collection details.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Charity] seeks [funds or items] for [specific purpose]

[City, State] - [Charity] has opened an appeal for [funds or items] to support [defined need] in [location]. The appeal runs from INSERT DATE HERE to INSERT DATE HERE.

The goal is [amount or quantity], which will be used for [specific purpose]. [Explain the evidence for the need]. [For goods, specify acceptable condition, quantities and items that cannot be accepted].

"[Approved quote explaining how donations will help]", said [Spokesperson name], [role] at [Organisation].

Donations can be made through [verified channel] or delivered to [collection location and hours]. [Explain any matching conditions or cap]. Appeal details: [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

Donation announcement

Template only. Make clear whether support is pledged, received or distributed. Confirm the beneficiary's approval.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Donor] contributes [amount or items] to [Charity project]

[City, State] - [Donor] has [pledged or donated] [amount or items] to [Charity] for [specific project], with [delivery or payment] scheduled for INSERT DATE HERE.

[Explain what the contribution will fund and who will benefit]. [Describe any restrictions, matching conditions or partnership arrangements].

"[Approved donor quote explaining the reason for the contribution]", said [Spokesperson name], [role] at [Organisation].

[Charity spokesperson and role] said: "[Approved quote about how the support will be used]." Project information: [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

Project completion

Template only. Report measured outputs accurately and distinguish them from longer-term outcomes.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Organisation] completes [Project] in [Location]

[City, State] - [Organisation] has completed [Project] in [Location] on INSERT DATE HERE, delivering [verified output] for [community or service users].

[Describe the completed work, delivery partners, funding and actual number of people or sites involved]. [Explain how the output was verified and who will operate or maintain it].

"[Approved quote explaining what the completed project makes possible]", said [Spokesperson name], [role] at [Organisation].

[State any next phase as a plan, with relevant conditions]. Project details and approved photographs: [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

Volunteer appeal

Template only. Set clear expectations about roles, time, training and eligibility. Avoid implying every applicant can take part.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Organisation] seeks volunteers for [Project or event]

[City, State] - [Organisation] is seeking [number or type] volunteers to support [Project or event] in [Location], beginning on INSERT DATE HERE.

Roles include [duties], requiring [time commitment]. [Explain relevant eligibility, screening, training, accessibility, supervision and any expenses policy].

"[Approved quote explaining why volunteers are needed and what their contribution supports]", said [Spokesperson name], [role] at [Organisation].

Applications close on INSERT DATE HERE. [Explain the selection and induction process]. Role descriptions and applications: [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

Film release

Template only. Include confirmed distribution and screening details. Use review quotes only with accurate attribution and permission.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Film title] to premiere in [Location or platform]

[City, State] - [Production or distribution company] will release [Film title], a [genre] film directed by [Director], on INSERT DATE HERE through [confirmed cinemas or platform].

Starring [confirmed cast], the film follows [brief synopsis]. [Describe a specific creative or local angle and include the classification if confirmed].

"[Approved director or producer quote about the story or production]", said [Spokesperson name], [role] at [Organisation].

[Premiere or screening arrangements, including time and venue if relevant]. Review-screening access, stills and interviews can be requested through the media contact. Details: [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

Exhibition announcement

Template only. Differentiate the public opening, preview and exhibition period. Include image credits and reproduction permissions.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Gallery] presents [Exhibition] by [Artist or artists]

[City, State] - [Gallery] will present [Exhibition] from INSERT DATE HERE to INSERT DATE HERE, bringing [type of work or theme] by [Artist or artists] to [Location].

[Describe the work, medium and curatorial idea in accessible language]. [Provide relevant artist background and any confirmed accompanying talks].

"[Approved artist or curator quote explaining the work's meaning or context]", said [Spokesperson name], [role] at [Organisation].

The exhibition is at [address], open [days and hours], with [admission price or free entry]. [List preview details separately]. Visitor information and credited images: [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

Magazine or publication launch

Template only. Identify the readership, format and publishing frequency. Do not equate planned distribution with actual readers.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Publisher] launches [Publication] for [readership]

[City, State] - [Publisher] will publish the first issue of [Publication] on INSERT DATE HERE, covering [subject] for [defined readership].

The [print, digital or combined] publication will appear [frequency] and include [editorial features]. [Name confirmed contributors and distinguish planned circulation from audited figures].

"[Approved editor quote explaining the editorial focus and audience need]", said [Spokesperson name], [role] at [Organisation].

Copies will be available through [confirmed channels] for [AUD price or access terms]. Publication details: [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

Concert and ticket announcement

Template only. Separate ticket on-sale details from the performance date. Include fees and any age or entry restrictions.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Artist or ensemble] announces [Concert] in [Location]

[City, State] - [Promoter] will present [Artist or ensemble] at [Venue] on INSERT DATE HERE for [Concert], featuring [confirmed program or repertoire].

[Explain the specific performance angle and confirmed performers]. Tickets go on sale on INSERT DATE HERE at [time and time zone], priced at [AUD price and applicable fees].

"[Approved performer or organiser quote about the program]", said [Spokesperson name], [role] at [Organisation].

Doors open at [time] and the performance begins at [time and time zone]. [Include age restrictions and access arrangements]. Official tickets and event details: [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

Venue reopening

Template only. Name the completed improvements and reopening arrangements. Substantiate heritage or environmental claims.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Venue] reopens following [specific refurbishment]

[City, State] - [Venue] in [Location] will reopen on INSERT DATE HERE after [description of completed work], providing [specific improvement] for [audience].

[Describe completed facilities, capacity and accessibility features]. [Separate any ongoing work from what is ready for use]. The opening program includes [confirmed event].

"[Approved quote explaining the practical effect of the improvements]", said [Spokesperson name], [role] at [Organisation].

[Include booking arrangements and any access restrictions]. Venue information and opening program: [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

Tribute show

Template only. Confirm the line-up and any permissions or fundraising relationship. Avoid implying endorsement by the subject or estate.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Performers] honour [Artist or subject] in [Show]

[City, State] - [Producer] will present [Show], a tribute to [Artist or subject], at [Venue] on INSERT DATE HERE.

The performance features [confirmed performers] interpreting [repertoire or theme]. [Explain the creative connection and the production's independent or authorised status accurately].

"[Approved performer quote explaining the subject's influence]", said [Spokesperson name], [role] at [Organisation].

Performances begin at [times and time zone]. Tickets cost [AUD price and fees]. [If fundraising, state the exact contribution mechanism]. Details: [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

Album or music release

Template only. Name confirmed formats and platforms. Keep acclaim and streaming figures attributable and verifiable.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Artist] releases [Album or single title]

[City, State] - [Artist or label] will release [Title], a [genre or format] recording, on INSERT DATE HERE through [confirmed platforms or retailers].

[Describe the recording's themes, production and credited collaborators]. [Give a specific musical detail or relevant background rather than a list of superlatives].

"[Approved artist quote about the music or recording process]", said [Spokesperson name], [role] at [Organisation].

[Include confirmed launch show details if relevant]. Listening information, approved artwork and media enquiries: [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

Fashion collaboration

Template only. Explain the collaborators' roles. Support claims about materials, manufacturing and environmental benefits.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Designer] and [Partner] introduce [Collection]

[City, State] - [Designer] and [Partner] will release [Collection] on INSERT DATE HERE, combining [specific contributions] in a range of [garments or accessories].

[Describe key pieces, materials and confirmed production details]. The collection will be available in [sizes or options] at [AUD prices and applicable charges] through [channels].

"[Approved quote about the design idea and collaboration]", said [Spokesperson name], [role] at [Organisation].

[State any limited quantities or market restrictions accurately]. Collection details, credited images and sample requests: [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

TEMPLATE 38 / FASHION

Clothing range launch

Template only. Describe the actual garments and intended use. Replace seasonal dates and unsupported ethical claims.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Brand] launches [Range] featuring [specific design detail]

[City, State] - [Brand] will launch [Range] on INSERT DATE HERE, offering [audience] [garments or accessories] featuring [distinctive, factual design detail].

[Describe materials, size range, construction and design inspiration]. [Provide evidence for any sourcing or sustainability claim].

"[Approved designer quote explaining the design choices]", said [Spokesperson name], [role] at [Organisation].

The range will be available through [channels] at [AUD price range and charges]. Product information, lookbook and media samples: [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

Event or fair

Template only. Include who can attend, admission, timing and access. Do not assume a fair is free or that attendance will set a record.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Event] brings [specific activity] to [Location]

[City, State] - [Organiser] will host [Event] at [Venue] on INSERT DATE HERE, offering [audience] [specific activities or experience].

The program includes [confirmed highlights and participants]. [Explain the local relevance or reason for the event]. Admission is [AUD price and fees, or confirmed free entry].

"[Approved organiser quote explaining the event's purpose]", said [Spokesperson name], [role] at [Organisation].

The event runs from [time] to [time and time zone]. [Include booking, age, accessibility and weather arrangements as relevant]. Program and registration: [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

Open house

Template only. Specify what visitors can see and whether booking is needed. Confirm capacity, parking and access information.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Organisation] opens [Facility] to the community

[City, State] - [Organisation] will hold an open house at [Facility and address] on INSERT DATE HERE from [time] to [time and time zone].

Visitors can [confirmed activities], meet [staff or specialists] and learn about [program or service]. [Explain who the session is intended for and any entry requirements].

"[Approved quote explaining what visitors can learn or experience]", said [Spokesperson name], [role] at [Organisation].

[State entry price, booking arrangements, accessibility and transport information]. Details: [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

Store grand opening

Template only. Separate the opening event from normal trading hours. Include promotional conditions if relevant.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Store] opens in [Location] with [specific offering]

[City, State] - [Organisation] will open [Store] at [address] on INSERT DATE HERE, bringing [specific offering] to [local audience].

The opening event runs from [time] to [time and time zone] and includes [confirmed activities]. [Describe the business and one or two distinctive features].

"[Approved quote explaining the location and customer offering]", said [Spokesperson name], [role] at [Organisation].

Regular trading hours will be [days and hours]. [State booking requirements and material offer conditions]. Store and event details: [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

Ribbon cutting

Template only. Distinguish a ceremonial opening from the date a facility becomes operational. Confirm named guests.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Organisation] marks completion of [Project]

[City, State] - [Organisation] will hold a ribbon-cutting ceremony for [Project] at [address] on INSERT DATE HERE at [time and time zone].

[Explain the completed project, verified cost or funding if public, and intended community use]. [List confirmed attendees and state when the facility becomes operational: INSERT DATE HERE].

"[Approved quote explaining the project's practical value]", said [Spokesperson name], [role] at [Organisation].

[State whether the event is public or invitation-only and how media can attend]. Project and event information: [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

Press conference media advisory

Template only. Use a concise media advisory for attendance logistics. It is an invitation, not a substitute for the news release.

Copy from MEDIA ADVISORY below; remove this advice before sending.

MEDIA ADVISORY

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

Media advisory - [Spokesperson] to address [Topic]

[Organisation] will hold a media briefing about [specific topic]. [One sentence explaining why the topic matters and what new information will be available].

Who: [confirmed speakers and roles].
What: [briefing subject and interview or question opportunities].
When: INSERT DATE HERE, [time and time zone].
Where: [venue, address or online access arrangements].

"[Optional approved quote giving useful context; delete this paragraph if unnecessary]", said [Spokesperson name], [role] at [Organisation].

RSVP by INSERT DATE HERE to [media contact]. [Include arrival time, accreditation, accessibility and filming arrangements]. Briefing information: [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

Health education tour

Template only. Identify the intended audience and evidence sources. Keep general education distinct from individual medical advice.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Organisation] announces [Topic] education sessions in [Region]

[City, State] - [Organisation] will host a series of [Topic] education sessions for [audience], beginning in [Location] on INSERT DATE HERE.

[Qualified speaker and role] will discuss [topics], drawing on [named evidence or guidance]. [State funding or commercial relationships relevant to the sessions].

"[Approved quote explaining what the sessions will cover without promising health outcomes]", said [Spokesperson name], [role] at [Organisation].

[List confirmed stops with INSERT DATE HERE for each date, plus times and time zones]. [Include eligibility and cost]. Program and evidence references: [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

Scientific research announcement

Template only. State the study type and limits. Do not turn an association, preliminary finding or animal result into a proven human benefit.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Researchers] report [specific finding] in [study type]

[City, State] - Researchers at [Institution] have reported [finding] in a [study type] involving [sample or material]. The findings were [published or released as a preprint] on INSERT DATE HERE.

[Explain the method, sample size, main result and uncertainty in plain language]. [State peer-review status, important limitations, funding and relevant conflicts of interest].

"[Approved researcher quote explaining what the findings suggest and what they do not establish]", said [Spokesperson name], [role] at [Organisation].

[Describe the next research step without predicting a treatment launch]. The paper, methods and media information are available at [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

Clinical trial update

Template only. Identify the stage and purpose. Have scientific and regulatory specialists review public wording before use.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Institution] begins [phase or type] study of [investigational intervention]

[City, State] - [Institution] has begun [phase or type] research into [investigational intervention] for [research purpose], with [trial status] as of INSERT DATE HERE.

[State the study design, planned or actual sample size, endpoints, registration identifier and sponsor]. [Explain investigational status and what is not yet known].

"[Approved investigator quote about the research question, without implying established safety or effectiveness]", said [Spokesperson name], [role] at [Organisation].

[State recruitment status and direct enquiries to the authorised trial team if relevant]. The registry record and approved study information can be accessed through [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

Hair care or personal care product

Template only. Use specific product descriptions. Do not imply a product treats a condition or is safe for everyone without appropriate evidence and review.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Brand] introduces [Product range] for [specified use]

[City, State] - [Brand] will introduce [Product range] on INSERT DATE HERE for [specified cosmetic use or hair type].

The range includes [products] containing [accurate ingredient details]. [Describe supported cosmetic features and relevant usage information without general health promises].

"[Approved quote explaining the product-development aim]", said [Spokesperson name], [role] at [Organisation].

[State sizes, AUD prices, applicable charges and availability]. Product information and media sample requests: [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

Member achievement

Template only. Use the correct local award or qualification. Obtain consent before naming or photographing young people.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Member] receives [Award] for [achievement]

[City, State] - [Organisation member] has received [Award or qualification] from [Awarding body] on INSERT DATE HERE for [specific achievement or community contribution].

[Explain the requirements and verified work completed]. [Include relevant community impact without unsupported rarity or ranking claims].

"[Approved quote recognising the achievement and support received]", said [Spokesperson name], [role] at [Organisation].

[Include a public ceremony only if attendance is intended and approved]. Award and project information: [Primary URL]. Media enquiries should go to [authorised adult or organisation contact].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

Restaurant opening

Template only. Lead with the opening and a concrete food or local angle. Keep claims about cuisine and cultural origins accurate.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Restaurant] opens in [Location] with [specific cuisine or concept]

[City, State] - [Owner or operator] will open [Restaurant] at [address] on INSERT DATE HERE, serving [cuisine or concept] led by [Chef, if relevant].

The menu includes [specific dishes], with [AUD price indication and applicable charges]. [Describe the dining format and relevant chef or supplier background].

"[Approved quote explaining the menu or the connection to the location]", said [Spokesperson name], [role] at [Organisation].

Opening hours are [days and hours]. [Include booking, walk-in and accessibility information]. Menu and reservations: [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

New menu

Template only. Name the actual menu changes and availability. Avoid unverified allergen-free or health claims.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Restaurant] introduces [Menu] featuring [specific dishes]

[City, State] - [Restaurant] will introduce [Menu] at [locations] on INSERT DATE HERE, adding [specific dishes or dining option].

[Explain the culinary idea and relevant ingredients or suppliers]. [State prices, service periods and whether the menu replaces or complements existing options].

"[Approved chef quote explaining the menu's development]", said [Spokesperson name], [role] at [Organisation].

[Explain how customers can obtain current dietary and allergen information]. Menu and booking details: [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

Food or beverage product launch

Template only. Distinguish a packaged product from a restaurant menu item. Include size, price and availability.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Brand] introduces [Food or beverage range]

[City, State] - [Brand] will release [Range] on INSERT DATE HERE, offering [product description] through [retail, hospitality or online channels].

The range includes [varieties] in [sizes] at [AUD price and applicable charges]. [Describe the development story and verified sourcing details].

"[Approved quote explaining the flavour, format or customer use]", said [Spokesperson name], [role] at [Organisation].

[Give availability limits and where to find ingredient, allergen and preparation information]. Product details: [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

Dining offer or promotion

Template only. Use for a newsworthy launch. Make the offer period, inclusions and restrictions unambiguous.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Restaurant] introduces [Dining offer] at [Location]

[City, State] - [Restaurant] will introduce [Dining offer] from INSERT DATE HERE to INSERT DATE HERE at [participating locations].

The offer includes [items or experience] for [AUD price and applicable charges], available [days and times]. [State booking conditions, exclusions, availability and any code].

"[Approved quote explaining the idea behind the new offer]", said [Spokesperson name], [role] at [Organisation].

[For delivery offers, give the order deadline as INSERT DATE HERE and specify the service area]. Full terms, menu and bookings: [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

Team or club announcement

Template only. Choose one clear announcement. Obtain approval for player details and distinguish proposed changes from confirmed decisions.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Club] announces [player appointment or specific change]

[City, State] - [Club] has confirmed [specific announcement], effective INSERT DATE HERE, affecting [team, competition or audience].

[For a signing, include the role and verified sporting background]. [For a venue or ticket change, explain exactly what changes and what supporters need to do].

"[Approved quote from the coach or club representative explaining the decision]", said [Spokesperson name], [role] at [Organisation].

[Include an approved player quote if relevant]. Club information and supporter updates: [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

Registration opening

Template only. Specify eligibility and fees. Do not predict record participation without evidence.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Club] opens registrations for [Program or competition]

[City, State] - [Club] will open registrations for [Program] on INSERT DATE HERE, inviting [eligible participants] to take part at [Location].

The program begins on INSERT DATE HERE and runs [schedule]. It caters for [age range and ability levels] and costs [AUD fees and inclusions]. [Explain equipment and support arrangements].

"[Approved coach quote about what participants can expect]", said [Spokesperson name], [role] at [Organisation].

Registrations close on INSERT DATE HERE, subject to [capacity or other conditions]. Program information and registration: [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

Sporting event or championship

Template only. Confirm the location and schedule throughout. Give spectators and accredited media clear, separate access instructions.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Location] to host [Sporting event]

[City, State] - [Organiser] will hold [Event] in [Location] from INSERT DATE HERE to INSERT DATE HERE, featuring [confirmed competition or participants].

[Explain the sporting significance and confirmed program]. Spectators can attend [approved locations] under [ticketing and access arrangements].

"[Approved organiser or competitor quote about the event]", said [Spokesperson name], [role] at [Organisation].

Media accreditation closes on INSERT DATE HERE. [Explain any briefing and controlled-access requirements]. Official schedules, spectator guidance and results: [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

App launch

Template only. Include supported platforms, availability and pricing. For a specialist calculator, explain inputs, limitations and offline capability.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Organisation] launches [App] to help [users] [task]

[City, State] - [Organisation] will launch [App] on INSERT DATE HERE, enabling [audience] to [specific task] on [supported platforms].

[Describe the key functions, supported regions and languages]. [State account, connectivity, data-access or device requirements relevant to use]. [For a calculator, describe outputs and validation limits].

"[Approved quote explaining the user problem and the app's approach]", said [Spokesperson name], [role] at [Organisation].

The app will cost [AUD price or accurate free-access terms], with [subscription or in-app purchase conditions]. Download information and media demonstration requests: [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

Software launch or update

Template only. Distinguish available features from the roadmap. Back performance and security statements with evidence.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Organisation] releases [Software] with [specific capability]

[City, State] - [Organisation] will release [Software or version] on INSERT DATE HERE, adding [capability] for [audience].

[Explain a practical workflow and key features]. [State compatibility, integrations, availability stage and relevant limits]. [Describe migration requirements for existing users, if applicable].

"[Approved quote explaining the purpose of the release]", said [Spokesperson name], [role] at [Organisation].

Access is available through [licensing or subscription model] at [AUD price and applicable charges]. Product specifications, pricing and release details: [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

Hardware or technology launch

Template only. Avoid unproven performance, health or world-first claims. Distinguish a prototype, crowdfunding campaign and available product.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Organisation] introduces [Technology] for [specific application]

[City, State] - [Organisation] has introduced [Technology], a [device or system] designed for [application]. It is at the [prototype, pilot or commercial] stage as of INSERT DATE HERE.

[Give relevant specifications and compatibility]. [For test results, state the method, comparator and limitations]. [If crowdfunding, describe the target, reward conditions and delivery uncertainty].

"[Approved quote explaining the design problem and intended use]", said [Spokesperson name], [role] at [Organisation].

[State confirmed availability or the next development step]. Technical information and demonstration enquiries: [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

Social platform feature

Template only. Explain who receives the change, when and how it works. Address material controls and limitations.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Platform] introduces [Feature] for [users]

[City, State] - [Organisation] will introduce [Feature] on [Platform] from INSERT DATE HERE for [eligible users or markets].

[Describe the feature and an actual user action]. [Explain rollout stages, account requirements, controls and any relevant fees or limitations].

"[Approved quote explaining the purpose of the change]", said [Spokesperson name], [role] at [Organisation].

[Describe where users can find guidance or support]. Feature information: [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

Website launch or redesign

Template only. Focus on a new service or useful capability. A visual refresh alone may not have broad media interest.

Copy from MEDIA RELEASE below; remove this advice before sending.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

[Organisation] launches website offering [specific capability]

[City, State] - [Organisation] will launch [Website name] on INSERT DATE HERE, giving [audience] access to [new service, information or capability].

Visitors will be able to [specific actions]. [Explain the need, eligibility and any account or payment requirements]. [For a redesign, state what changes for existing users].

"[Approved quote explaining the user benefit and the reason for the change]", said [Spokesperson name], [role] at [Organisation].

[Include migration or support arrangements if relevant]. Visit [Primary URL].

About [Organisation]

[Two factual sentences describing the organisation, who it serves and where it operates].

ENDS

Media contact

[Name] | [Role] | [Organisation]
[Phone including country code] | [Email]
[Interview availability and time zone; approved assets available on request]

Fictional example of a service launch

Fictional example only. All organisations, people, quotes and figures are invented for teaching purposes. Replace all example facts before use.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

Riverbend Repairs opens tool repair service in Brisbane

Brisbane, Qld - Riverbend Repairs will open a repair service for household garden tools on INSERT DATE HERE, giving Brisbane residents a local option for maintaining secateurs, shears and manual lawn tools.

The service will operate from the company's Brisbane workshop by appointment. Customers can request sharpening, handle replacement and mechanical repairs for supported tools. Powered equipment will not be accepted.

Each item will be assessed before work begins. Customers will receive a quote and can choose whether to proceed. The assessment costs AUD $15 including GST, which will be credited towards an approved repair.

"People often put a tool aside because one part has worn out," said Alex Rowan, workshop manager at Riverbend Repairs. "We want to give them a clear assessment of whether it can be repaired and what that repair will cost."

The workshop will initially offer 20 assessment appointments each week. Repair times will depend on the work required and the availability of parts; customers will receive an estimated completion date with their quote.

Bookings open on INSERT DATE HERE. Service information and bookings: [Primary URL].

About Riverbend Repairs
Riverbend Repairs is a fictional Brisbane business providing maintenance and repairs for manual garden tools. Its workshop serves household customers by appointment.

ENDS

Media contact
[Name] | [Role]
[Phone] | [Email]
Workshop interviews and approved tool-repair photographs available on request.

Fictional example of a charity appeal

Fictional example only. All organisations, people, quotes and figures are invented for teaching purposes. Replace all example facts before use.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

Neighbour Shelf seeks 300 school backpacks for Brisbane families

Brisbane, Qld - Neighbour Shelf will open a collection drive on INSERT DATE HERE to gather 300 new school backpacks for families referred by its Brisbane community partners.

The fictional charity has received requests for 300 backpacks from three partner organisations. The collection target reflects those requests, rather than an estimate of need across the city.

Donors are asked to provide new, unbranded backpacks suitable for primary school students. Used bags, food and stationery will not be accepted in this collection. Partner organisations will distribute the backpacks directly to participating families.

"Our partners have told us exactly what their families need," said Morgan Vale, program coordinator at Neighbour Shelf. "Keeping the collection focused on backpacks helps us match donations to those requests."

The drive will run until INSERT DATE HERE. Donations can be delivered to the collection point listed on the appeal page between 9 am and 4 pm on weekdays. Organisations wishing to make a bulk donation can arrange delivery with the collection team.

Collection instructions and updates: [Primary URL].

About Neighbour Shelf
Neighbour Shelf is a fictional community organisation that coordinates donated school supplies through local service partners. It does not publish identifying information about recipient families.

ENDS

Media contact
[Name] | [Role]
[Phone] | [Email]
Coordinator interviews and approved collection photographs available on request.

Fictional example of research findings

Fictional example only. All organisations, people, quotes and figures are invented for teaching purposes. Replace all example facts before use.

MEDIA RELEASE

FOR IMMEDIATE RELEASE
Release date: INSERT DATE HERE

Survey finds 62 per cent of participating retailers offer repairs

Brisbane, Qld - A survey by the fictional Retail Practice Centre found that 62 per cent of 200 participating independent retailers offered at least one repair service. The report was released on INSERT DATE HERE.

The centre invited retailers on its Australian mailing list to complete an online questionnaire between INSERT DATE HERE and INSERT DATE HERE. Of the 200 respondents, 124 said their business offered repairs. Responses were voluntary and were not weighted.

The findings describe the participating businesses and should not be treated as an estimate for all Australian retailers. Businesses with an interest in repairs may have been more likely to respond. The survey did not measure customer demand or repair revenue.

"The responses show the range of repair services offered within this group," said Casey Arden, research lead at Retail Practice Centre. "They give us questions to explore in a broader study, rather than a national measure of how common repair services are."

The centre funded the survey itself. Its report sets out the questions, response counts and limitations. The report and methodology are available at [Primary URL].

About Retail Practice Centre
Retail Practice Centre is a fictional research organisation studying the operations of independent retailers. It shares research methods alongside its findings.

ENDS

Media contact
[Name] | [Role]
[Phone] | [Email]
Researcher interviews available on request.

Email pitch template

Use a short, tailored email to introduce a story to a relevant journalist. This is the email wrapper; paste your completed media release underneath. Respect the outlet's submission preferences.

Subject

[Specific news angle relevant to the journalist's audience]

Email

Hi [Journalist name],

[One sentence explaining why this announcement is relevant to their publication, beat or local audience].

[Organisation] is [specific news] on INSERT DATE HERE. [One sentence giving the strongest verified detail and why it matters].

[Spokesperson name and role] is available to discuss [specific aspect]. We can also provide [approved images, demonstration or other useful material].

The full media release is below. [If needed, include one useful link to the information or media assets].

Kind regards,
[Name]
[Role and organisation]
[Phone] | [Email]

Before sending

Use a clear subject line, check the journalist's name and paste the release as readable text. Link to large assets instead of attaching large files. Follow up selectively when you have a relevant reason or useful new information; avoid repeated blanket emails.

How press releases can support AI visibility

AI visibility means appearing as a mention, reference or linked source in an AI-generated answer. A useful press release published on an accessible web page can provide source material for AI search systems that retrieve information from the web.

Create a clear record of your news

A release can bring together an announcement, the organisation behind it, relevant facts and an accountable spokesperson. Applied to press releases, Google and Microsoft guidance suggests that clear, verifiable information can support discovery and understanding. It does not establish that press releases receive special treatment.

Give readers facts they can use

Name your organisation, product, people and location consistently. Explain what changed, who it affects and how it works. Support original findings with their source and method. Keep the important facts understandable without relying on an image, a slogan or an unexplained claim.

Make the published release accessible

Publish a readable text version on your website and link to it from your newsroom or another relevant page. Ask your website manager to check that intended public content can be discovered and indexed. Distribution can create additional places to encounter the news, but repeated copies do not amount to independent verification.

Keep the record accurate

Use actual dates in completed releases and preserve the historical context. Add clearly identified corrections or updates when necessary, and link to current product or service information. Keep this handbook evergreen by replacing INSERT DATE HERE only when preparing a real announcement.

Set realistic expectations

Publishing a release does not guarantee an AI mention, citation, recommendation or website visit. Being available as a web source is also different from being used to train an AI model. Focus on relevant news and evidence rather than keyword repetition or promises of guaranteed AI exposure.

Further reading links to the official Google and Microsoft guidance behind these principles. Check those sources for changing platform requirements; the practical advice here focuses on lasting publishing fundamentals.

Final checks before distribution

News and accuracy

Confirm that the headline and opening describe a real announcement. Check every name, role, number, location, price, date and link. Verify comparisons and claims. Keep goals and forecasts clearly separate from achieved results.

Placeholders and permissions

Search for INSERT DATE HERE and both square brackets. Replace every placeholder, remove learning notes and delete unused optional text. Secure approval for quotes and confirm permission to use images, names, logos and other supplied material.

Dates and logistics

Make sure the release date, launch date, closing date and event details agree. Use an explicit time zone for embargoes, online events, ticket sales and deadlines. Check that the contact person is available when the release goes out.

Readability and distribution

Read the release aloud, remove repetition and explain jargon. Select outlets and categories relevant to the story. Check the distribution service's current submission rules, including links and attachments, before sending.

Links and search visibility

Use descriptive language naturally. Link to a useful primary information page; avoid repeating keyword-rich links or inserting keywords that make the release harder to read. The templates use one primary URL, which can point to details, evidence and media assets in one place. Distribution does not guarantee coverage, search rankings or AI citations.

Ready to share your news

Get The Word Out provides press release distribution for Australian announcements. When your release is complete, explore the service and current submission requirements at https://getthewordout.com.au/.

Further reading

These official resources support the search visibility and distribution guidance in this handbook. Check their current guidance when preparing a release.

Google Search Central

Official guidance explains how websites can be eligible for inclusion in AI search features. The emphasis is on reliable content and established search fundamentals.

AI features and your website - Google

Microsoft Bing

Official webmaster guidance covers clear, verifiable content, consistent names and eligibility to be used as a source in AI answers.

Bing Webmaster Guidelines - Microsoft

Search quality

Google Search Central explains its policies on keyword stuffing and link spam, including links in distributed press releases. Write for readers and use links to support the information.

Google Search spam policies

Distribution requirements

Get The Word Out publishes its service information and terms, including requirements for accurate news announcements, attribution and linking.

Get The Word Out

Keep this handbook useful

Copy the relevant template, replace its placeholders and use your own approved facts. Recheck requirements, product details and sources each time you prepare a new release. The fictional examples demonstrate structure and style only.