Appendix: Media release template

*Possible content: This is an example on how to begin your media release. The basis for this template was the expert roundtable of the Bulgarian parent organisation Our Premature Children Foundation (OPCF). Please adjust the text in brackets to your organisation and respective news.*

[*Insert the logo of your organisation*]

*[Insert a release date] (And time and/or embargo if needed)*

*[Insert headline] (Needs to be attention-grabbing)*

*[Insert body of text, considering the following aspects:]*

The [*insert name of your organisation*] is supporting the European Standards of Care for Newborn Health and the Call to Action for Newborn Health in Europe. On the occasion of World Prematurity Day on 17 November [*insert year*], the [*insert name of your organisation*] organised a [*insert type of meeting, e.g. roundtable*] of renowned experts in [*insert topic*] and parent representatives to work towards the implementation of the standards in [*insert country*]. The event called [*insert title of the event*] took place in [*insert city*].

As a result of the meeting, the participants developed [*insert topic/next steps, e.g. an action plan for the first national follow-up programme for preterm and ill children*].

[*Insert further details and outcome of the meeting. Make sure to provide reliable numbers as well as direct quotes, e.g. by the Chair of your organisation, a local politician, an expert, etc.*]

[*The last paragraph should include the conclusion and an outlook on the next steps.*]

[*Insert contact information here including name, title, organisation, phone, email, and website*]

Name

Title

Organisation

Phone number

E-mail

Website

***General recommendations***

* *The length of the total media release should be kept to 1 page, maximum 2 pages*
* *Use a writing style that is direct and easy to read*
* *Point out the situation of preterm babies and their families in your country, based on a supporting evidence base*
* *Use direct quotes from reliable references*
* *Make sure you have the permission to use external sources and the correct copyright details (e.g. quotes, graphics, photos, etc.)*
* *Avoid using hyperbole, jargon, and acronyms*
* *Make sure your media release is ‘newsworthy’ and offers reals news to journalists: consider the so called news value factors, like the right timing – e.g. on occasion of World Prematurity Day, the significance of your topic – e.g. the number of children in your country who could be saved or whose life could be improved by the implementation of the standards, etc. (search, e.g. via Google, for the key word ‘news values’ and you will find plenty of information online)*
* *Get others to proofread – the media release or parts of it may be directly adopted in a publication without too many modifications*