



Media Release

If you are preparing a media release related to a Raine Study project or a published paper based on Raine Study data, you must seek prior Raine Study approval. Please complete a media release (MR) request in ROSS and please note that we need the media release at least one full working week in advance of your deadline. Please read the following guidelines for preparing a media release:

Tips for writing a media release

Consider the following:

- Why is this important research / a finding / project?
- Who is this important to? Consider the media outlets that will be interested.
- Do you have some high resolution images (or perhaps even video footage) to go with the story?
- Are you willing to make yourself available for media calls after the media statement has been issued? (may be up to a week after it has been issued)
- What is the date of publication of your research (allow time for approvals of all parties involved).
- Provide links to further information if appropriate (eg. research paper on journal website).

Guidelines for referring to the Raine Study in a media release

- Always where possible write a media statement which is in the positive when it comes to Raine Study participants (our Communications Manager can provide guidance on this).
- Always acknowledge the Raine Study in the first paragraph of your media release where possible and include the following paragraph at the end of your media release or in your Notes to Editors:

The Raine Study is a highly successful multi-generational longitudinal study which started in 1989. The Study has enabled many important health discoveries and informed improvements to health policy and practice. The Raine Study is supported by the University of Western Australia, Curtin University, Edith Cowan University, Murdoch University, the University of Notre Dame, Telethon Kids Institute, Women and Infants Research Foundation and the Raine Medical Research Foundation. Further details on the Raine Study are available at: www.rainestudy.org.au.

Please email all final versions of media releases and clippings of any published media materials to the [Raine Study Communications Manager](#)