Media Release Guidelines

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, established in 1989, is one of the largest prospective cohorts of pregnancy, childhood, adolescence and adulthood to be carried out anywhere in the world.

The Raine Study has grown to be a multi-generational study. We have followed a group of young adults from before they were born and throughout their life. Their families are also part of the study, with their children, their parents and their grandparents now also involved in our research. We have over 30,000 pieces of data and more than 30 million pieces of genetic information on each of these participants.

The rich data collected on each Raine Study participant is being used by researchers all over the world to better understand, and improve, human health and quality of life.

Please email all final versions of media releases and clippings of any published media materials to the Raine Study Communications Manager, Lorelei Campbell at Lorelei.campbell@uwa.edu.au

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