



Media Release Resource Kit for Queensland startups



September 2023



Queensland
Government

Acknowledgement of Country

The Department of Tourism, Innovation and Sport acknowledges Aboriginal and Torres Strait Islander peoples as the First Australians and recognises their culture, history, diversity and their deep connection to the land, waters and seas of Queensland and the Torres Strait. We acknowledge the traditional custodians of the lands on which we operate and wish to pay our respects to their Elders past, present and emerging.

Introduction

Innovation is vital to Queensland's economic prosperity – modernising our traditional industries, bolstering our regional economies, and establishing whole new high-value jobs and industries, whether that is in cleantech, edtech, sport tech or agtech.

The beauty of innovation is that it's all about actively looking for solutions, of thinking and acting outside the box, of viewing problems as challenges rather than as complications, of listening and learning and working together, of recognising that nothing is beyond our capability.

Innovation – which by definition is about the generation of new ideas – is something we can all do.

In fact, innovation works best in organisations with inclusive cultures – where everyone's ideas are welcome – from those working at the coalface coming up with ideas about business improvement based on their direct customer service experience to the top executives.

Innovation happens when people are curious, collaborate and build connections.

At Advance Queensland, we are keen to spread the innovation message – that innovation is as much a part of Queensland culture as sport and sun.

The best way to spread the innovation message is if our entrepreneurs and innovators tell their stories.

This is why we produced this media release resource kit.

By you telling your stories, you inspire others to innovate.

You showcase the Queensland innovation story.

Overview

Where Australians get their news

What innovation stories are Queenslanders interested in

Five key questions to ask yourself before doing media

The importance of owning your narrative and managing your brand

Basics of writing a media release

Media release exercise

The mechanics of contacting the media and pitching your story

What not to do

Where do Australians get their news

Every year the University of Canberra publishes a report on how Australians consume news. The report – Digital News Report Australia – is part of an international research project involving 46 countries co-ordinated by the Reuters Institute for the Study of Journalism at the University of Oxford in the United Kingdom.

Some key findings:

- More than half of Australians are interested in positive news.
- News consumers continue to prefer reading news to watching news online.
- Print as a main source of news has increased among Gen Z.
- Of the 46 countries surveyed, Australia had the third highest percentage of people paying for their news.
- The number one reason influencing the purchase of a news subscription was the desire for better quality news.
- In terms of most popular media – 34 per cent of Australians get their news from Seven News and the ABC (radio and TV), with 32 per cent choosing Nine News and 15 percent choosing News at Ten. [Digital News Report: Australia 2023 - YouTube](#)



What innovation stories are Queenslanders interested in

Advanced Queensland recently surveyed Queenslanders to find out stories they were interested in.

The top responses were:

- Stories about people who have directly benefited from innovative products or services
- How problems are solved by innovation
- Innovation making a positive difference in regional communities
- How researchers and industry are collaborating to solve problems.

Interestingly, the same survey asked people what channels or formats were most appealing to learn more about Advance Queensland initiatives. The top responses were:

- Segments or stories on TV programs
- Short video stories
- The Advance Queensland website
- Stories or articles in a professional publication/industry journal
- Newspaper articles
- Magazine articles

Five key questions you need to ask yourself before doing any media

What is it that I actually do?

Why am I talking to the media?

Who is my audience?

What will work best for me?

What should I say?

What is it that I actually do? – some self reflection

If you can't answer that question, don't do anything until you can. Nothing else matters. This is important because so many start-ups are unable to explain what they are. That has ramifications for your business. If you can't explain what you do, plainly and simply, then you have a problem. You need to really think through what you do – and the best way to do that is stand back and reflect on how someone else might view your business. Can they understand it.

Some good questions to help you get to that point are below. Ask yourself these. With your answers, write them down. Interrogate your responses – are they strong and do they make sense?

Key questions:

What are you?

Why are you?

What problem are you solving?

How are you solving it?

Why should people care?

This what we're trying to avoid:

Company A is a one-stop shop platform that uses intelligent and intuitive systems for delivering future-ready farming solutions.

Our system integrates farming, finance and environmental metrics with external leads to generate a rich holistic and automated experience, as well as profiling production insights into input and output optimisation opportunities.

This makes no sense. It's full of techno-speak, which has no meaning for a general audience. In fact, in his 1946 essay – *Politics and the English Language - Animal Farm and 1984* author George Orwell wrote about this very issue. He was concerned that the English language was being corrupted by this type of communication, which he said lacked precision and had a staleness of imagery. It's interesting that he was less concerned about the influence of colloquialism. This concern was the basis for Newspeak in *1984*. In his 1946 essay, Orwell rewrote this famous passage from the Book of Ecclesiastes in the Bible into this techno-speak – see for yourself which is the better piece.

I returned and saw under the sun, that the race is not to the swift, nor the battle to the strong, neither yet bread to the wise, nor yet riches to men of understanding, nor yet favour to men of skill; but time and chance happeneth to all.

The above he translated into:

Objective considerations of contemporary phenomena compel the conclusion that success or failure in competitive activities exhibits no tendency to be commensurate with innate capacity, but that a considerable element of the unpredictable must invariably be taken into account.

In his essay, Orwell suggest four key questions every writer should ask themselves:

1. What am I trying to say?
2. What words will express it?
3. What image or idiom will make it clearer?
4. Is this image fresh enough to have an effect?

Why am I talking to the media?

Once you've worked out exactly what you do, then you need to ask yourself why are going to the media.

What do you want to get out of this.

So ask yourself what you want to achieve – is it to:

Win customers?

Promote your product?

Attract investment?

Reach out to potential partners?

Grow your business?

Showcase what you do to the broader community?

All of the above?

Who is your audience?

Based on why you are going to the media, you now need to determine who is your audience. This will help you determine which media outlet will work best for you.

Some questions to consider:

Is your audience the general public?

Potential customers? Who exactly?

Investors? Where are they?

All of the above?

What does your audience care about?

How do you fit into that picture?

How do I grab their attention?

How do I say what I want to say so my audience understands it?

What will work best for me?

So now, you've worked out who you are exactly, why you're going to the media and what audience you want to reach out to. Based on all this, you can determine which type of media outlet will work best for you.

So - who do you want to target with your release?

Is it the general public? Television is the best way of reaching them.

Is it a specific group you wish to target? Then perhaps, you should send it to a particular medium – eg if you were targeting young people, then *The Courier-Mail* may not be the best option. But television is still a major source of news for younger Australians. Also, although many young Australians get their news from social media, the sources of that news are still mainstream TV news.

For agricultural producers, it could be *Queensland Country Life* or ABC radio. For potential investors, *The Australian Financial Review* or *Startup Daily*.

Some questions to consider:

Will a metropolitan media outlet such as *The Australian Financial Review* or *The Courier-Mail* work best for you? These are good for national and/or a Queensland-wide audience.

A local outlet, such as *The Toowoomba Chronicle* or a local radio station such as ABC Sunshine Coast or 4GY in Gympie? These are good for local audiences.

A regional media outlet, such as *Queensland Country Life* or *The Townsville Bulletin* (which is both a local and a regional newspaper)? These are good when you want to reach out to a particular region.

A trade/industry publication, such as *Startup Daily* or *InnovationAus.com*? Good for gaining the notice of potential investors. Also consider specific publications, such as *Australian Fintech* (an online news site dedicated to Australian fintech), *Australian Mining Monthly* (which has a future of mining section), and *Australian Aviation* (which also includes stories on new tech and drones).

Social media – LinkedIn? Facebook?

Is it all of the above?

What do you actually want to say?

It's very important to understand that what you produce must be news. Don't send a marketing blurb to a journalist and expect them to run your story. Your piece must have a news angle.

So it's good to wrap your head around what news is. Journalists determine news according to seven news values. These are:

- Impact – people identify with the story. It resonates with them.
- Timeliness – it's happening now. News is all about what is happening today, not what happened yesterday or last month or last year.
- Proximity – is it a local story? We are attracted to stories occurring in our own backyard. For example, Queensland media are more likely to report on a Toowoomba start-up gaining unicorn status than a Victorian start-up.
- Prominence – the more prominent the person, the stronger its news value. A famous person, such as a Hollywood actor or leading politician, will attract media attention.
- Currency – does it tap into popular issues and trends
- Human interest – we all like a story about us as people. For a start-up, this could be the history behind why you set up your business and the journey you've had along the way.
- The unusual – the stranger the event, the more likely it will grab attention. It could be that your innovation is so out of the box that it commands attention.

Overall, ask yourself – does my story fit in with a current trend; there's nothing else like it; it tackles a major challenge; it will save lives; it will create new jobs; it is revolutionary new technology that will change the way we do things.

Other questions:

Who will feel the impact of your story?

What is the most important information?

What are your key messages?

Have other stories like mine been written or talked about?

How do I say my messages for the audience I want to reach?

What visuals will help my story?

Own your narrative

Manage your brand

Before you go to the media, you need to own your professional brand. That means you need to ensure all your social media platforms are standardised and reflective of your company.

The first thing a journalist will do when considering your story or before they interview you is to check you out online.

Your LinkedIn profile will come up before the bio on your website. So it's important that your LinkedIn page is set up properly – custom url, key themes and headlines. Make sure you are connected to the company you represent. Also, check your privacy settings.

Also – does your LinkedIn page, YouTube and website marry? Are they up to date? A journalist won't continue a story if they find your online presence is out of date. It must be current.

It's also important to ensure that your personal social media channels, such as Facebook and Instagram, represent your professional brand. That they tell your story.

Digital assets

What digital assets can you provide to the media to strengthen your story. Do you have photos? Do you have video demonstrating or illustrating your business and/or innovation? It's a good idea to build up a library of footage you can use later when you want to go out to the media.

TV news is always looking for visuals. Illustrate your story. Make life easy for the journalist. This can be a combination of 'talking heads' or interviews with you and other key people associated with your business as well as overlay footage called B roll.

If you have a product – demonstrate to camera how it will work. Use an active backdrop that relates to your innovation – for example, a lab, a warehouse with people working, on a farm, at an airport, on a construction site, at a sports ground.

Bring in other parties – for example, consumers who can talk to camera about how useful your product or service is to them or how it is enriching their lives. This helps personalise your business for the audience, making it relatable.

Whatever you do, don't do a TV news story in a boardroom – it's boring.

In TV news, B roll is interwoven with the main footage. It's used to break up interviews or illustrate part of the story. B roll gives journalists ready-made, free pictures on a plate. They appreciate that.

Examples of B roll can include robotic tractors working in fields, drones capturing images in a tunnel, a patient using an app to manage heart disease.

There are two golden rules of B roll. First – shoot raw footage that the broadcaster can edit. Give them enough to work with – from about 15 seconds to one minute. Not too short. Not too long.

Secondly, include footage that broadcasters can't easily film themselves. These days with many newsrooms short on resources, the more you can help them, the better.

One other thing – try and avoid using your smartphone video camera unless you know what you are doing.

A good tip – do you have case studies or testimonials which can illustrate what you're doing? Would they open to talking to the media on your behalf? Having another party in your story who can talk up what you're doing can provide your story with credibility.

Have a look at the story below – see if you can figure out how it was put together. Notice how the visuals tell the start-up's story.



Writing a media release

A media release is a way to communicate information about your company - about successes, upcoming events, and recent developments. It's a cheap and effective way of gaining publicity. It offers you the opportunity to communicate directly to the community. It might be the general public, it might be a target group of people – it depends on what you want to achieve.

In general, a media release is a brief written summary or update alerting the media about your agency's news and activities.

Media releases are similar to news articles in the way they are written.

Before we start, it's good to note that there is a big difference between news writing, which is what you do when you write a media release, and other types of storytelling.

In storytelling, the narrative follows a particular pattern – the most important part often comes either mid-way through or later in the story.

In newswriting, the most important part is put right up the front.

That's important to know because that will help you organise your narrative.

So let's now look at the media release format.

The media release format

Below is a template you can refer to when writing your media release. Have a quick read and then we'll go through each part in a bit more detail. We'll also then look at a couple of media release examples, demonstrating this format.

YOUR LETTERHEAD/LOGO

MEDIA RELEASE – clearly set out

DATE – if you want to embargo, put that up here, make it quite clear

HEADLINE – it's all about capturing attention – should be short, should encapsulate the story

The Intro/Lead

- Most important and interesting information upfront
- Should continue to hook your audience.
- Use simple and concise language.
- See in your head who you are talking to – talk to them.

Second par

- Introduce the key spokesperson – title and name – eg Treehouse CEO John Smith said
- Expand on the intro – provide more info
- How does your announcement relate to you audience – what value will it deliver
- Use indirect speech – eg they said

Third par

- Usually a direct quote from the key spokesperson – use quotation marks – eg “.....,” they said.
- Builds on what you said before

Fourth par

- Could be a further quote
- Or background – background is important – here use statistics, data, case study, example to illustrate your story
- Supports what was said in the other two pars
- Show, just don't tell – you'll communicate much better

Fifth par

- Could be a further quote or background

Etc

For more information – see - website address

Ends

Include your contact details:

CONTACT DETAILS: NAME, Telephone Number; MOBILE NUMBER; EMAIL:

Social media:

This is where you can put your hashtags

Stills/ video/audio for news media - links to any video and audio grabs as well as photography you are providing

Boilerplate – a brief overview/description of your business

Letterhead/Logo

This clearly sets out who you are. Always, put this on top.

Date

Always put the date upfront. Remember news is about what's happening now – not what happened last week or last year. This just indicates to the journalist that your story is current.

If your announcement or event is in the future, a good idea is to put an embargo date here – this just says to the journo that they can publish the story on this particular date to coincide with your announcement or event.

The headline

The headline should be short, no more than a few words.

The headline should:

- signpost what the story is about
- cut to the chase – get to the heart of the story
- tease the reader to want to continue reading
- grab attention

You should also try and include a verb.

Spend some time on the headline – this is your first chance to grab attention.

Sometimes it's best to write the headline after you've written the body of the story.

Headline examples:

SEQ tech now showing Australia how it's done

Student makes £55k in six weeks after launching business inspired by night out

SwarmFarm to launch its SwarmBot technology in North America this year

Legendary quarterback Joe Montana is a key investor in new Queensland business GreaseBoss

Stinging tree injects promise of pain relief

Farming automation startup Stacked Farm adds \$40 million to its stack

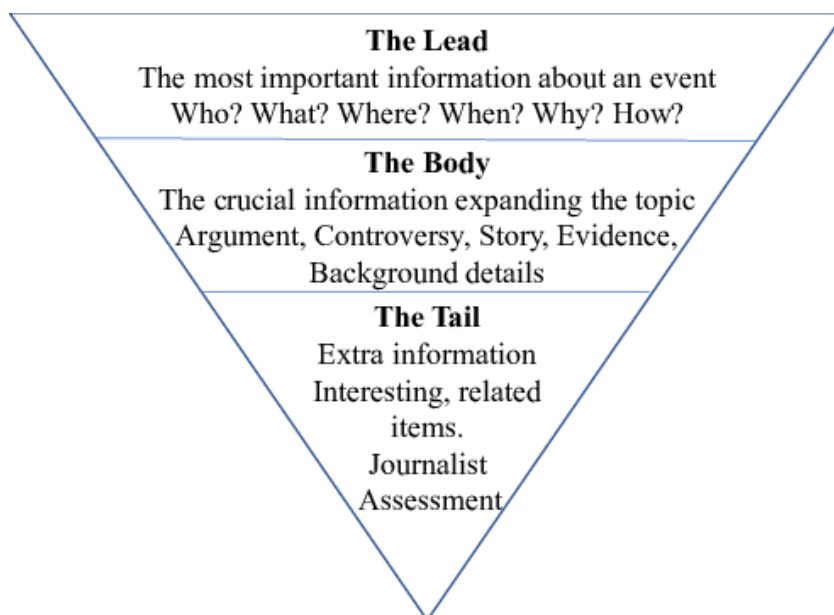
The Inverted Pyramid – the standard news writing style

News writing style is referred to as the inverted pyramid style.

The reason it is called an inverted pyramid is that the most important information comes first and the least important info is written to the conclusion. In other words, we get to the point as soon as possible!

This style of writing is the opposite of standard storytelling, where you set the scene or provide the background before revealing. In news writing, we generally reveal then background.

Once you have written your introduction, your second, third and fourth paragraphs support the essential story, providing further information in diminishing levels of importance.



Introducing your story – the intro

Your introduction can make or break a story.

It has to sell your story and it has to tell the main point very quickly.

Here are some useful tips to help you master this tricky skill:

- The intro **must** answer at least three key questions about the story: who, what, when, where, why and how?
- The introduction should be no longer than 30 words. Shorter is better.

- The introduction must always be written as concisely as possible. In news writing, one paragraph = one sentence.
- It should introduce the story. A good idea is to ask yourself ‘what is the story about’ – this will usually be your lead.
- Try and make a wow! lead – something that really generates interest, captures attention. It’s up to the rest of the story to keep the reader reading on.

Second Paragraph

The second paragraph is where you bring in the chief protagonist. This could be you – if your company is still in its early days.

It is best practice to introduce your key spokesperson - usually the CEO, Managing Director and/or Founder - before directly quoting them. One way to do that is to use an indirect quote from them followed by a direct quote.

In news style, the standard way of introducing your spokesperson is you name the company first, their position and then their name. You don’t need to say Mr or Ms here – you’ll use those titles in the subsequent paragraphs where you’re quoting that person. But in the second paragraph, you don’t use that title.

Example - *CutPrice AI CEO Jill Brilliant said*

If the person, however, has an Honorific, such as Dr or Prof (Professor – no need to spell out in full), you do refer to that.

Example – *Modern Biotech Founder Prof Catherine George said*

In standard news writing style, in the second paragraph you use indirect speech – basically, inverted commas are not used.

Example – *Green Logic Managing Director James Conroy said the CSIRO had today certified the Inala-based company’s Green Tick technology as the answer to Australia’s soft plastic recycling crisis.*

Third Paragraph

This is a continuation of the previous par (paragraph). Here you follow on from what was said before – but this time, you use direct speech. In other words, you use inverted commas.

Example – *“Green Tick technology uses AI technology to sort and collect soft plastic waste combined with a unique chemical recycling process to recycle soft plastic waste into a special oil that is used as a feedstock to produce new plastics,” Mr Conroy said.*

Note how the inverted commas are used. Note also where the comma comes at the end of the direct quote. Also note that here we include the title – Mr, Ms, Dr, Prof, etc.

Be extremely careful with attributions. It is often safer to say 'said' or 'says' than to suggest that your source *commented, suggested, explained or quipped* as descriptive words may carry additional, unintended, meaning for the reader.

The third par builds on what was said in the second par. It's often an elaboration of what was said previously.

Fourth Paragraph

The fourth paragraph follows on from the third paragraph. It's very important to link the pars together so you create a logic – a flow - to the media release.

Here you can have another direct quote or you can provide background to the story.

Background

Background is important in a media release – much like evidence in a court of law, it provides support. It strengthens your release.

Taking the Green Logic example above, here we could look at why their Green Tick technology is so important.

Example – *According to CSIRO research, Australia leads the world in plastic use, using about 70 billion pieces of soft plastic every year – that's almost 3000 pieces per person.*

Etc

The fifth par builds on the fourth par. It could be more background. Another quote. Here you could introduce another speaker – a client or customer who can talk in support of your technology.

And so on.

Each paragraph builds on top of the other. They link together.

It's very important to make sure your reader can follow what you're saying.

Overall, keep your media release to one page, if you can. A page and a half at most.

Ask yourself constantly – is this necessary? Is this word necessary? Is this sentence necessary? Remember you only have so many words, so keep it succinct.

Spend time editing your story once you've finished. Watch for grammar, spelling, etc.

Use 12 point.

Ensure you record the fundamental story details:

1. Who
2. What
3. When

4. Where
5. Why and
6. How

In the Green Logic example above:

1. Who – *Green Logic*
2. What – *CSIRO certified its Green Tick technology*
3. When – *today*
4. Where - *Inala*
5. Why – *to find a solution to Australia’s soft plastic recycling issue*
6. How – *combination of AI and chemical-recycling process*

Some more writing tips

Write in the active voice – avoid the passive voice.

An example of Active voice is:

Everybody likes John.

Passive Voice:

John is liked by everybody.

The bottom of the release

The bottom of the release is where you provide your website address, your contact details, a link to photos and video, and your boilerplate.

Normally you set it out like below:

For more information – include your website address - url

Ends – sets out you’ve come to the end

Include your contact details – see below. If there is a certain time period in which you are only available, make sure you indicate that here in the release.

Remember, once you issue your release, you must ensure you are available for a follow up call from a journalist. They may want to interview you. So make yourself available. Don’t go and play golf or organise a business meeting.

**Contact: NAME, Telephone Number; MOBILE NUMBER; EMAIL:
.....**

Social media:

This is where you can put your hashtags – you can use your media release to direct traffic to your social media.

As a rule of thumb, don't use any more than 5 hashtags.

Ensure the beginning of each word in a hashtag is capitalised for enhanced reader accessibility.

Stills/ video/audio for news media

Provide a link to any video and audio grabs as well as photography you are providing. A good way to share video, audio and photos is to use the Dropbox platform – see [Store, Share, Collaborate and More with Dropbox](#)

Boilerplate

Right the bottom of your release, you can include your Boilerplate – a brief overview/description of your business. It includes additional information about your business which could be of use to the journalist but is not critical to the main story. Including this anywhere else in the release could get in the way of the main news angle.

Media release example

Note the news values in the media release example below:

- **Impact** – As consumers, we may be able to look at recycling soft plastics again
- **Timeliness** – it's happening now
- **Proximity** – it's a Queensland story – so has particular resonance for Queenslanders and particularly Brisbane residents
- **Currency** – it fits in with a current trend – public concern with plastic pollution

GREEN LOGIC¹ 

MEDIA RELEASE

Embargoed: 15 November 2024²

Soft plastic recycling tech gets green tick³

A Queensland company has found a way to recycle soft plastics.⁴

Green Logic Managing Director James Conroy said the CSIRO had today certified the Inala-based company's Green Tick technologies as the answer to Australia's soft plastic recycling crisis.⁵

"Green Tick uses AI technology to sort and collect soft plastic waste combined with a unique chemical recycling process to recycle soft plastic waste into a special oil that can be used as a feedstock to produce new plastics," Mr Conroy said.⁶

"We've been working on this technology for over seven years, refining the process until we got it right.

"Today's certification by the CSIRO now positions us to market our AI to local government in South East Queensland and to attract the investment we need to upscale our facility at Inala into a major recycling plant."

According to CSIRO research, Australia leads the world in plastic use, using about 70 billion pieces of soft plastic every year – that's almost 3000 pieces per person.⁷

¹ Company letterhead

² Date

³ Headline

⁴ Intro

⁵ 2nd par – introduce spokesperson – indirect quote

⁶ 3rd par – direct quote

⁷ Background

CSIRO Chief Environmental Scientist Prof Doug Adams said the big issue with soft plastics was that they often become entangled and cause damage in the machinery used by councils throughout Australia to sort recycling.⁸

“This is why residents are told to put their soft plastics in their general rubbish bins, which then ends up landfill,” Prof Adams said.

“Green Logic’s Green Tick technology overcomes this issue. It doesn’t incur a huge extra cost by local councils to implement, with the company also providing a collection service to transport the waste product to their Inala facility.⁹

At the Inala facility, the waste is fed into a pyrolysis machine that turns hard-to-recycle plastics into Tacoil – an oil that can be used to make clean plastics.¹⁰

“In effect, this means we get an infinite recycling system – without compromising quality,” Professor Adams said.¹¹

He said Green Logic offered a way forward to deal with Australia’s soft plastics problem following the collapse of soft plastics recycling scheme REDcycle last year.

“The good news is that it opens up the opportunity for consumers to recycle their soft plastics again. I think our local government authorities and supermarkets, especially in South East Queensland, should look seriously at the Green Logic solution with the aim of reintroducing the collection of soft plastic waste.”

Soft plastics include bread wraps, cereal packets, vegetable and snack wrappers, bubble wrap and cling wrap.

According to the World Wide Fund for Nature, up to 130,000 tonnes of plastic wind up in the ocean as plastic pollution each year, killing many marine animals.¹²

Green Logic is part of the innovation trend in Queensland.

Innovation and entrepreneurship play a vital role in Queensland’s economic growth opening up new income streams for individuals, firms and the state as well as providing solutions to major environmental and socio-economic challenges.

For more information – green.logic.au¹³

ENDS

Contact: James Conroy, Mob 0453 000 000, email: jx.conroy@glogic.com.au¹⁴

Social Media:

#Greenlogic #Greentick #QldInnovation

⁸ Introduce second speaker – acts like a testimonial

⁹ More background – explains tech

¹⁰ More background – explains tech

¹¹ More background – explains commercial potential of tech

¹² More background – why tech is so important

¹³ Web address

¹⁴ Contact details

Stills/ video/audio for news media - *Link to video of AI technology in use at CSIRO testing facility, video of Inala facility producing oil from soft plastic waste + photos of Mr Conroy and Prof Adams + audio of Mr Conroy and Prof Adams.*¹⁵

About Green Logic: Founded in 2016 by QUT engineering graduate James Conroy, Green Logic is a Brisbane based circular economy start-up. The company's Green Tick technology provides a one-stop shop solution to Australia's soft plastic waste recycling issue using AI technology to sort and collect previously unrecyclable plastic waste and using the company's patented chemical technology to convert the waste into Tacoil to make clean recycled plastics. The company has a pilot manufacturing facility employing five people at Logan, south of Brisbane.¹⁶

¹⁵ Link to video, photos and audio for media

¹⁶ Boilerplate

MEDIA RELEASE EXAMPLE

NANOTECH ARMPATCH

27 January 2025

Players to be armed with tiny sensors during NRLW 2025 season

The National Women’s Rugby League will be the first major competition to trial tiny smart sensor technology tracking the health and fitness of players on field during matches.

Nanotech Pty Ltd CEO Jill Majors said the Logan-based company had struck an agreement with the NRLW to test its technology during the Brisbane Broncos and Roosters games in the 2025 season.

“The Nanotech Armpatch uses a combination of nanotechnology and sensor tech to measure a player’s on-field performance, including speed, heart rate, heat stress, fatigue, injury, and muscle tension,” Ms Majors said.¹⁷

“The Armpatch is a small square of silicon that sticks on the skin like a postage stamp. The patch is packed with tiny sensors that track on-field athlete metrics in real-time.

“Using software we’ve developed, coaches can analyse individual player as well as team performance on a mobile device, assisting them make decisions that can improve in-game strategies.”¹⁸

Ms Majors said the Armpatch technology had been trialled for many years in one-off games and in training in Queensland, but it had never been rolled out in a major professional competition.

Broncos NRLW Head Coach Jessie O’Brien said the Armpatch could be a major gamechanger for the sport.¹⁹

“Decisions backed by on-field data lead to more powerful and accurate decision-making,” Ms O’Brien said.

“What Nanotech has developed with their Armpatch is really promising. We’ll put the tech through its paces over the season – see how it fares, but if this works at this competition level, then I think there are big things ahead for this little company and I will be delighted to have been involved in that.

¹⁷ Notice in this par we explain how the technology works. Notice as well, we don’t make it too technical. Just an overview, so the reader gets a broad understanding of what the tech does.

¹⁸ This par and the par immediately provide a bit more explanation – it tells us a bit more about the patch and its sensors and then how it is useful to a coach.

¹⁹ A good idea is bring in a third party – who can provide you with support. Make sure it is someone who the audience perceives as having the authority to speak here. If we didn’t include the Broncos coach here, the story itself would have lacked credibility. By bringing them in, it legitimises your story.

“For the players, because the patch is so small, they don’t even feel it’s there. That’s one of the things we like at this stage about this tech in combination with the quality of data.”

Ms Majors said the company’s ambition was to see the Armpatch taken up by other sports, including men’s rugby league and soccer.²⁰

“I think it has application across a wide range of sports, including athletics. As a company, we’ll be looking to expand into overseas markets and our aim is to ultimately build a manufacturing facility in Brisbane, employing a couple of hundred Queenslanders.”

Ms Majors said Queensland was fast becoming the place to be for sport tech companies with the 2032 Brisbane Olympic and Paralympic Games on the horizon, opening up opportunities for the state’s innovators and entrepreneurs.²¹

The global sports analytics market was valued at US\$2.58 billion in 2012 and is projected to grow to US\$12.25 billion by 2030.²²

For information – nanotech.armpatch.com

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Social Media:

#Nanotech #NanotechArmpatch #QldInnovation

Stills/video for news media

About Nanotech Pty Ltd: QUT nanotech engineering graduate Jill Majors founded Nanotech Pty Ltd in 2017 with University of Queensland software engineering graduate Corey Kumar. The company won bronze at the Innovation World Cup Series in Hannover, Germany, in 2022 for its Nanotech Armpatch. The company is backed by notable investors, including rugby league legend Jim Charters and venture capital fund Bigbird.²³

²⁰ Good to bring in here where you see yourself heading in the future – shows that you want to grow and prosper.

²¹ Given that the Olympics is on the horizon, it’s good to link to what you do. It provides the perception that your company sees the Olympics as an opportunity.

²² It’s always good to have a line in your release looking at the value of the industry – explains why you’re in this space, including future market potential. It says you want to be part of this. In this case – the source is <https://www.strategicmarketresearch.com/market-report/sports-analytics-market#>:

²³ Notice in this boilerplate we talk about the company’s successes and major investors – that’s good. It shows that the company has got a good product and is worthy of checking out. You want to stimulate interest.

Media Release Exercise I

Have a look at the media release below. Work out what you think is missing and how it could be improved.

Over five years of work, across three surveys, with hundreds of samples we are elated to announce the launch of an Australian first.

A single, native yeast strain from the Sunshine Coast, isolated on a Jacaranda tree at Noosa, was used.

The plan is to use the yeast to brew a wild ale we're going to sell to our customers.

Selected in the original survey, the non-*Saccharomyces* strain is little known, but often seen throughout the wineries of Australia.

An extensive genetic and metabolomic analysis of the strain was completed through a collaboration between the University of Brisbane, Burnt Beer and Advance Queensland.

“Over the years we have struggled to get a beer with this particular strain.” CEO Tim Howes from Burnt Beer said.

“A joint effort by the University of Brisbane and Burnt Beer enabled the utilisation of genetic tools to uncover the unique fermentation characteristics of this local strain”.

“Through understanding the metabolic needs of the strain and the subsequent use of a specific starch hydrolytic enzyme, we were able to finally coax the beer to completion.

“Like a true Queenslander, it was only prepared to progress at its own rate.” Mr Howes stated.

The ale has been kept as basic as possible, with minimal malt and hop contribution.

All of the flavour comes from the fermentation profile.

“Loaded with peach and pear esters, with some slight phenolic character, the beer is citrusy, tropical and pleasant. To be enjoyed anytime.”

Produced in an extra limited quantity, this ale will be available at Burnt Beer's Peregian Beach pub for a limited time.

It truly is a Queensland beer.

MEDIA RELEASE EXERCISE II

In this second exercise, once again look at what's missing. Then write a snappy headline and wow! intro.

Brisbane company Virtual Sport has signed a deal with Brisbane Rovers FC.

The company, based at West End and employing six people, makes a product called Virtual Game. The technology is designed to help players make better decisions on the field.

It is a Virtual Reality product.

A player straps on a VR headset. It simulates a real game environment – including 50,000 screaming fans cheering on their game. Players get the chance to attack and defend.

Dr Hopkins said: “It allows a coach to input specific play scenarios to improve players’ decision-making and skills acquisition.”

“The technology will help the Rovers, and in time other elite sports teams, make better decisions on the field thanks to its realistic stadium environment.”

University of Queensland sports scientist Dr John Hopkins, who is also CEO at Virtual Game said the company had approached the Rovers to test the tech over the next 12 months.

Virtual Game spun out of the University of Queensland in 2020. Dr Hopkins led the UQ research team which developed the technology.

The deal with the Rovers involves refining the virtual reality product for training purposes to improve on-field performance.

Mr Hopkins said: “The product includes a networked tablet interface. This allows coaches and training staff real time control of the system as well as data review.”

Rovers coach Mick Carmody: “We’ll work closely with Virtual Sport to finetune the technology.”

Carmody: “We’ve got a joint licensing agreement with the company.”

“Training and match data will be used to inform the design of the platform.”

“This will help me as a coach to input specific play scenarios to improve players’ decision-making and skills acquisition.”

“Who know what’s next – with future applications for invasive field and court team-sports.”

Mr Hopkins said Virtual Reality will leverage the Rovers’ strong brand as an innovative high performance sporting team in Australia and internationally.

Dr Hopkins played centre back for the Socceroos in the 2006 World Cup. He started his career in football at the Newcastle Falcons in 1995 and went on to play for Antwerp FC in the 2000s. He retired from football in 2010 when he went back to university to study sports science. He completed his PhD at the University of Newcastle in 2018.

A few rules of thumb

- Read a newspaper – see how they put a story together – look at the style, how they do quotes, the language, the headlines, etc.
- Ask yourself the question – ‘what makes what I have to say news?’. News is about a few things – impact on people, the unusual, currency, human interest, etc. You might want to promote an event. You might want to give your side of the story. You might like to talk about a project, policy, issue you think is important.
- But what you have to say needs to stand out – media get hundreds, if not thousands, of media releases every day. You need to attract attention – be special.
- How do you do that – have a good story, with a good headline, a good intro, and a good read overall.
- Journos are on the look-out for good stories, but there is a lot of competition. Find something interesting in your story, something that will interest/intrigue a journo. Go for the WOW Factor – when the media release comes across the journo’s desk, they go WOW – I didn’t know that. That’s interesting. Makes them laugh – don’t be afraid to use humour.
- Write for the ear – read it out aloud.
- Always remember you’re writing for someone – sometimes a good idea is to have someone in your head who you’re telling your story to. It’s good to read your story to someone else and see what they think.
- Don’t be afraid to make mistakes – just keep writing. Don’t worry if it’s messy and doesn’t make a lot of sense in your first draft. You work at it. Remember Hemmingway’s famous words – everything you first write is shit.
- It’s important to get a handle on spelling and grammar. Don’t rely on spell check. Use a dictionary.
- Keep the message simple – avoid jargon, big words, technical language, acronyms. Write as if you were writing for a young person of the age of 14.
- Avoid stereotypes.
- Ask yourself constantly – is this necessary? Is this word necessary? Is this sentence necessary? Remember you only have so many words, keep it succinct.
- Spend time editing your story once you’ve finished. Watch for grammar, spelling, etc.
- Ensuring you record the fundamental story details:
 1. Who
 2. What
 3. When
 4. Where
 5. Why and

6. How

Ask yourself some key questions

Why is this news?

Who will feel the impact of the story?

What is the most important information?

What will go in the introduction?

You've written your media release – what next?

You've written your media release, what do you next. Here we look at contacting the media.

Some rules of thumb:

- A good idea is to read or listen to the media outlet you're intending to pitch to. This way you can tell what sorts of stories they like and how you fit into that picture.
- You also want to find the journalist you think will work best for you. Read, listen to, and watch their articles. Make sure you're familiar with their work.
- Important – make sure you pitch to the right journalist. For example, if you are a medical start-up, you wouldn't pitch to a sports journalist or a court reporter. You would pitch to the health reporter or the business journalist depending on what your angle is.
- Ring the media outlet, ask for the newsroom and then ask to speak to the journalist you think is best for you.
- Do a short pitch to them – don't overdo it. Journalists are busy and don't have a lot of time. So don't tell your life story.
- Ask them for the best email address to send through your media release.
- Then email them your media release.
- When you're sending that email – put Media Release and the headline of your release in the subject line.
- Embed your media release in the email as well as attach your media release as a word document.
- Don't do a follow up telephone call.
- Make sure you're available for any follow up questions from the journalist.
- Make sure you have high resolution photos and video that can illustrate your story – offer those to the journalist when you make that initial telephone call.

What journalists want

Below is from the *2022 Australian Media Landscape Report* – a survey of Australian journalists by major public relations agency Medianet - [Medianet 2022 Media Landscape Report for Journalists.pdf](#)

Some key findings:

- Journalists working in digital media are the top users of media releases to source stories, followed by print and radio.
- Journalists working on industry news are most likely to use media releases as story sources, compared to any other topic area.
- The most widely valued aspect for journalists when receiving pitches was that the content is relevant to their specific area of work and their target audience.
- 70 per cent of journalists prefer to receive pitches or media releases in the morning.
- 79 per cent of journalists do not appreciate receiving a follow-up email or phone call about a pitch or media release.
- Earlier in the week were the preferred days for journalists to be contacted.
- Monday was the preferred day for 74 per cent of journalists with each subsequent weekday declining in popularity.
- Never contact a journalist after 5pm.
- Try and avoid contacting a journalist on Friday afternoons.
- 96 per cent of journalists said email was one of the ways they prefer people to contact them.
- Industry and professional contacts was the top story source for journalists (used by 88 per cent of respondents) – but media releases came in second with 82 per cent of respondents.

Biggest ‘pet peeves’

It’s important that your media release has a news angle. It must be news. According to the *2022 Australian Media Landscape Report*, one of journalists’ biggest pet peeves is receiving content aimed at promoting businesses and organisations rather than informing the public. In other words, don’t send them marketing material. Your story must have a news value.

They also said that if they need to spend brain space working out what the media release means, it won’t get a run. Your media release must be clear, concise and to the point.

And they don’t like it if someone else published the story the day before or overnight. A lot of journalists like the story you feed through to them to be an exclusive – that means no one else has that story.

How to pitch to a journalist

The video from the Scottish Book Trust below provides some really good tips on how to pitch to a journalist. Although the two people in the video are British newspaper arts journalists, what they say has relevance for Australian start-ups.

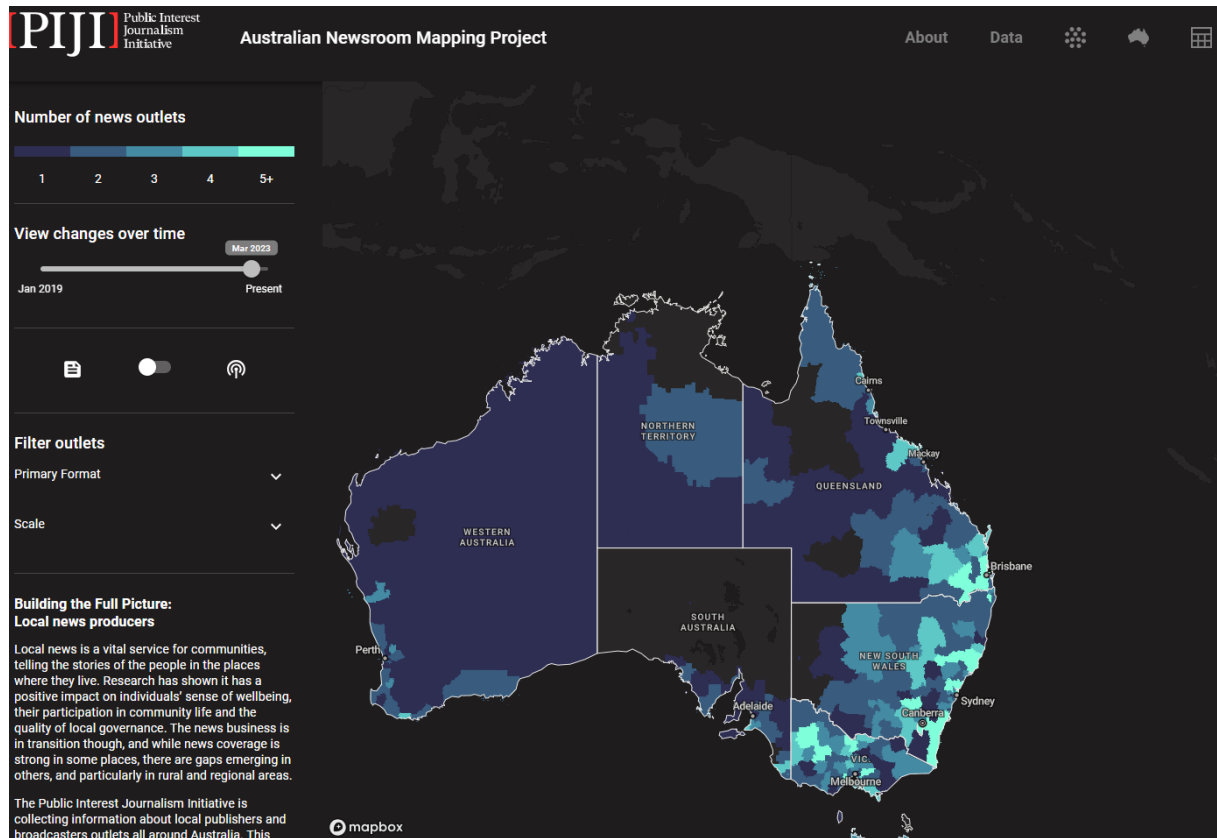
[How to pitch stories to journalists - YouTube](#)



Australian Newsroom Mapping Project

Below is an excellent resource to find out what news outlets are in your area. This is produced as part of the Public Interest Journalist Initiative – a non-partisan, specialist think tank focused on supporting public interest journalism in Australia.

<https://newsindex.piji.com.au/local-news/2023-03-01>



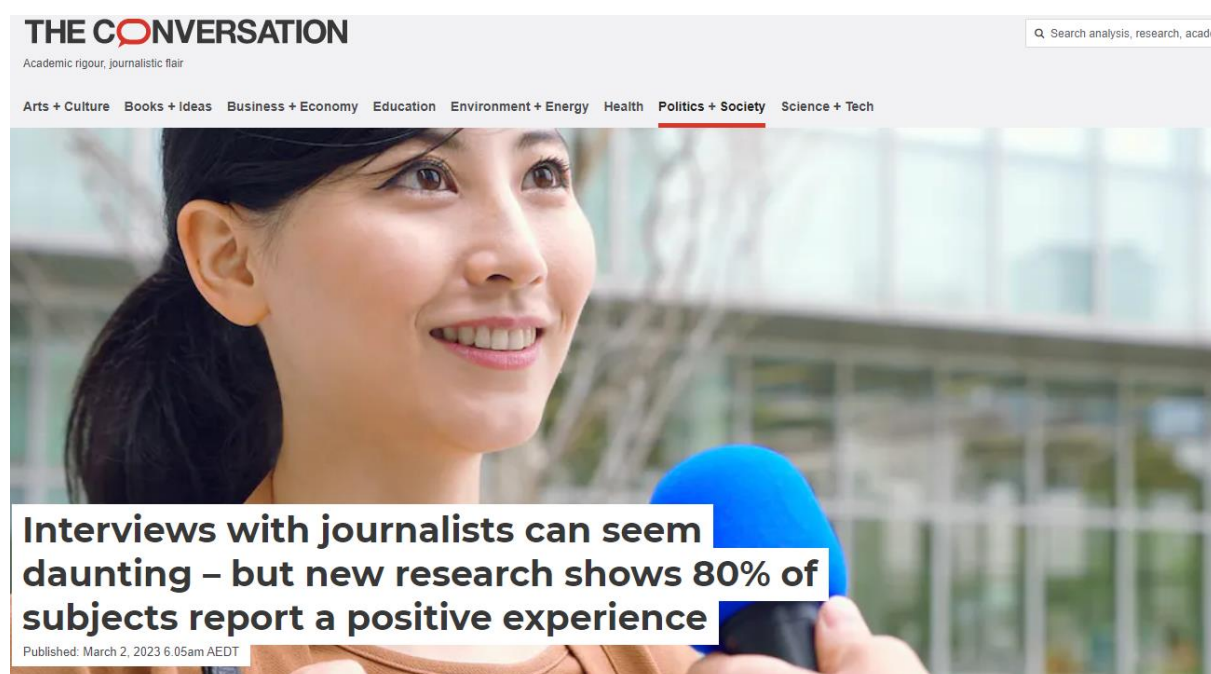
What about the curly one?

One of the big fears about going to the media is that a journalist is going to interrogate you – asking curly questions you’ll have difficulty answering.

But the fact is that most journalists are not out to get you. A recent study by the Global Institute for Women’s Leadership at the Australian National University (ANU) in Canberra found when they surveyed over 200 people who had been interviewed by journalists, 80 per cent said their overall experience was positive and beneficial. This is good news for entrepreneurs and innovators who are going to journalists with positive news.

You should also note that journalists are trained to ask questions that get the most out of you. That may seem aggressive, but in fact, it’s often not. Journalists generally ask what are called Devil’s Advocate questions – these are not ‘gotcha’ questions. They are designed to elicit the best response from you – they can seem tough, but they are not meant to intimidate.

Best thing to do is do some preparation. After you’ve written your media release and before you contact the media, put together a **Question and Answer** sheet. Work out what you think what questions you think the journalist might ask you, especially those that you think may be a bit tougher, and then answer them. Make sure your answers are not too long – just a couple of lines will do. If you do that, you’ll feel much more confident when you approach the media.



Key questions

In conclusion, it's a good idea to reflect on what you want to do – some key questions:

Who is your target audience?

What media outlet is therefore suitable?

How do you know that?

What do you want to get across?

How to grab attention?

What photos and video can you provide that will illustrate your story?

Why should they publish it?

What makes your story stand out from all the other stories that journalists receive every day?

What is your professional brand?

Advance Queensland

Advance Queensland is a major Queensland Government initiative dedicated to building and supporting new industries so that Queensland becomes a leading and sustainable world-class innovation economy.

Advance Queensland is about diversity, equity and inclusion – through increasing the number of women, migrant, regional and rural and Indigenous entrepreneurs in Queensland’s innovation economy and tackling the inequalities that these businesses face through addressing barriers in the youth, start-up, scale-up and global stages of the innovation business development pipeline.

This includes supporting these entrepreneurs to develop and sharpen the skills they need to succeed in business through accelerator and mentoring initiatives as well as facilitating those all-important industry connections that open the doors of opportunity.

Advance Queensland is about supporting innovative solutions to address socio-economic and environmental issues.

It’s about strengthening our sovereign capability in advanced manufacturing, food production, defence, communication technologies, aerospace, and energy generation.

It’s about working together with regional and rural communities, drawing on local talent and knowledge and aligning innovation to a region’s unique competitive advantage, to drive business efficiencies, solve pressing industry and community challenges, and generate new products and services that open up whole new income streams for local communities.

It’s about ensuring Queensland delivers the best Olympic Games event ever in 2032 – and that Queenslanders benefit from the legacy of the Games, with cutting-edge infrastructure, transport and experiences.

Advance Queensland is focused on delivering programs and activities that:

- support key scientific research and development;
- drive innovation;
- develop entrepreneurial talent;
- support start-ups, scale-ups and mature businesses to deliver new products and services into national and global markets; and
- establish new industries that will provide the jobs of the future and deliver sustainable economic growth.

