# Media briefing template

**Outlet:** *[Insert]*

|  |  |
| --- | --- |
| Project details | |
| **When** |  |
| **Where** |  |
| **Background** | *[Provide detail on the project or issue that the media report will be covering]* |
| **Contacts** | **Impact on Urban Health:** *[insert comms manager contact details]*  **Media contact:** *[insert main contacts from media outlet]* |
| **On the day** | * *[note on where filming will take place, highlight if it will be outside for example]* * *[detail on how long filming might take]* * *[in this section, please include what they should wear – things like striped patterns don’t tend to work well on camera]* * *[if they need transport give indication here]* * *[weather forecast if there plans to film outside]* |
| **Key messages** | *[Include a short list of key messages from IUH and for the project or issue at hand. If an organisational spokesperson is being interviewed, it is important that they able to deliver these messages during their interview. For people speaking about their personal experiences, landing key messages during an interview is less important, but having an understanding of these messages often helps interviewees feel comfortable]* |
| **Potential questions** | *[Journalists are unlikely to give you a full run down of their questions, but are normally happy to share a couple of themes or topics they would like to explore]* |
| **Where your content will be used (film, image, words)** | * *[include date of broadcast or publication]* * *[online, which pages of the website, etc]* |