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**Media Brief
Office of the Vice-Chancellor**

**How to request news media and/or social media support:**

* For CSU news and external media please submit the media brief to: news@csu.edu.au
* For consideration on CSU central social media channels, please submit the media brief to: social@csu.edu.au
* If you require both, please send the media brief to both emails.

**Summary of initiative**

**Initiative Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Submitted by: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| **Approvals and content contact** *This is the person who will provide content, arrange photos and spokespeople and provide sign off that the content can be used.* | Name: |  |
| Mobile: |  |
| Email: |  |
| **Details of initiative***If there is a date / time / location relevant, please include.**For social media include timeframe available for campaign or whether one-off requirement* | Date:  |  |
| Time: |  |
| Venue: |  |
| **Background info behind the project/ event/ initiative / story***(Who, what, where, when and why? If you have a website or social account list it here)* |  |
| **Services required***Do you want news media or social media support, or both?**Please write 3-5 dot points on the newsworthiness of the initiative ie why would the public would want to know about this?* | € News € Social media € Both |
| **Key messages***What are the “selling points” of the project/ event/ initiative* |  |
| **Any issues/ pressure points to be aware of***We need to be aware of any sensitivities* |  |
| **Spokesperson***Who is the spokesperson who can talk about the project/ event to the news media or visually represented on social media?* |  |
| **Can you provide high res images to support communication (min 1 MB)****Or do you require a photo shoot\*****\****Note these are offered on a limited basis depending on availability* |  |
| **Social Media accounts and #***Which of the CSU central media accounts do you wish to use for your initiative and why? Alternatively we can provide you with advice on best channels.* |   |
| **Suggested Media targets***Note any specific journalists or media outlets by topic or location if you have requirements*  |  |
| **Alignment to Strategy 2022***Note alignment to Community, Capability and Students and why* | € Community € Capability € Students |
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