



Contact Donna Alexander
Address PO Box 721
Fyshwick ACT 2609
Telephone (02) 6280 4079
Website www.rsl.org.au

MEDIA RELEASE

1 April 2016

NATIONAL LAUNCH OF THE 2016 ANZAC DAY MEDIA STYLE GUIDE

Canberra, April 1, 2016– The Returned & Services League of Australia is proud to endorse the launch of the 2016 ANZAC Day Media Style Guide. This is Australia's leading independent resource for journalists covering ANZAC Day and the ANZAC Centenary.

The guide is compiled by Dr Sharon Mascall-Dare, Adjunct Associate Professor of Journalism at the University of Canberra. It draws on the wide-ranging expertise of an editorial advisory board including journalists, historians, academic researchers and representatives of service organisations. The board has included experts from the Australian War Memorial and leading universities in Australia and overseas.

“RSL National is pleased to support the release of this guide during our 100th year of service to the veteran community. We greatly appreciate the generosity of Sharon, the advisory board and publishers for donating their time to develop the Guide every year since 2012.”

Dr Mascall-Dare is a Military Public Affairs Officer currently serving with the Army Reserve at Headquarters 9th Brigade in South Australia; she also serves on South Australia's Veterans Advisory Council (VAC). This guide was an outcome from her PhD, awarded in 2013, that examined journalistic practices in the context of ANZAC Day and the ANZAC Centenary.

The ANZAC Day Media Style Guide aims to be independent, collaborative and objective: it does not represent the view of a single organisation or individual. Although it includes contributions from official sources it does not claim to be an ‘official guide’.

In 2016, the guide and its 2015 publisher Monkey Do Studio Pty Ltd, have partnered with RSL National to make the guide freely available as a national resource. Dr Mascall-Dare and members of the editorial advisory board continue to donate their time to the guide as volunteers – it remains a fully independent, not-for-profit publication. You can obtain the Guide from www.rsl.org.au

If you would like more information about this topic, please contact Donna Alexander on 0427 253 392 or send an email to donna.alexander@rsl.org.au.