

Media Notes Instruction Guide for Public Service Medal (PSM)

The following information aims to assist the process of drafting tailored Media Notes for your nominee.

The Media Notes accompany the Honours List announcement and are provided to media outlets around Australia for stories and articles in digital, print, radio and television.

The Media Notes also appear on the Governor-General of the Commonwealth of Australia [website](#).

Permission is obtained from the recipient prior to the release of any information.

What are the Media Notes?

The Media Notes need to promote and summarise (in no more than 300 words) why your nominee is eligible for the Public Service Medal (PSM) for outstanding public service.

“Outstanding service” includes service above and beyond the normal requirements of the position, a special achievement or success in the performance of duty in difficult or unusual circumstances, or sustained high level performance by an individual with a focus on outcomes and recognisable benefits to clients and the workplace.

Long service should not be used as a basis for making nominations. Provide enough detail about the service or achievement for which the nomination is being made so a reader can understand how it fulfils the criterion of outstanding service.

There is no need to include the following details in the summary – the nominee’s current position (if it is not relevant to the achievement), formal qualifications, and other commendations or long service awards.

How to write the Media Notes

First paragraph: Provide details of the position the nominee held when they performed the service/achievement for which they are nominated and brief details on service/achievement in context of the nomination.

Middle paragraphs: More detailed description of the outstanding service. For example, describe how the individual has - provided service excellence; shown innovation in program, project or policy development; excelled in leadership; or achieved more efficient processes, improved productivity or enhanced service delivery.

What key achievements have resulted from the nominee’s involvement? i.e. contribution to budgetary savings or more efficient use of public funds, contribution to introduction of programs, plans, systems in response to the COVID 19 pandemic.

Last paragraph: How has the nominee’s contribution impacted upon their organisation and its clients? What are the broader outcomes of the nominee’s work? This is an opportunity to describe in terms of the ‘big picture’ the significance of the nominee’s effort.

Examples

You can find examples of media notes for the PSM by searching the information on recipients from the [2024 King’s Birthday Honours List](#).

Contact Us

Please contact Engagement and Partnerships, Department of the Premier and Cabinet via email honours@premiers.qld.gov.au or call 07 3003 9200 if you have any questions or concerns.