

## [Tohu]

if you have one, insert your organisation's tohu

### [Organisation Name]

If the name of your organisation is not clear in your logo, ensure it is clear at the top of your press release.

### PĀNUI PĀPĀHO | MEDIA RELEASE

[31 o Kohitātea | 31 January 2023]

Make it clear that this is a press release, and insert the date of publication.

FOR IMMEDIATE RELEASE/**EMBARGOED UNTIL [TIME, DATE]**

Always advise whether your press release is available to be published immediately, or whether journalists must wait until a certain time before publishing.

### HEADLINE

Insert an attention-grabbing headline - but ensure it makes sense and isn't misleading!

**Introduction:** Summarise the most important information you want to share, including the who, what, when, where and why you are sharing. Journalists receive hundreds of press releases every day, so you want to make sure they know exactly what you are writing about within the first few sentences.

**Body:** include background information and quotes. Explain the information provided in the lede, starting with the most newsworthy information, followed by less important, background information last.

Quotes are an important part of a press release. They give your organisation a voice, and give you the opportunity to address an issue directly.

Always identify the name of the person to whom your quotes are attributable. The first time a quote is attributed to a person, also include their role/job title in your organisation.

Ends.

### Media Contact

Provide contact details (Name, phone number and email address for your spokesperson, or the person who coordinates engagement with media).

### Notes for Editors

If necessary, provide extra information for journalists/editors that is not included in the body of your press release. For example, information about your organisation, a brief biography for your spokesperson or details about when and where your spokesperson will be available for piece-to-camera interviews.