



MEDIA RELEASE

[DATE] Media Release – [BRANCH NAME]
Member of New Zealand Institute of Surveyors

[A snappy headline that summarises what your release is about]

Whatever focus you choose for your story, you must remember to cover the basics. Your media release should always say **what** is going on, **why** it's happening, **who** is involved, and if it's related to an event you need to say **where** its taking place and **when**.

- Keep it brief and to the point, no more than one A4 page, formatted with type that is at least 11 point and spaced so that it is easy to read.
- Use short sentences.
- Order your information from most important to least important.
- Journalists like quotes from a spokesperson that add colour – quote yourself if there is no one else. If you quote somebody else, ask their permission first.
- Check the spelling and grammar are correct and double check any times, dates and venues that are mentioned.
- Follow up your media release with a phone call.

[At the end of the release, its useful to include a small paragraph about NZIS (Jan at national office can assist with this). Remember to include your name and contact details - phone numbers and email address. And Attach a relevant high resolution image if possible or provide access to the images via, for example, Google Photos.]