



Dunedin Positive Press How To Guide

Why a Positive Press Challenge?

- Generates leads and sales for Dunedin businesses
- Builds residents' pride in the city
- Attracts people to move to Dunedin to develop new businesses
- Assists existing businesses recruit staff
- Attracts investors
- Supports Enterprise Dunedin's economic development strategy

What's in it for my business?

- Generate business leads and sales
- Contribute to staff morale
- Helps with recruiting new staff
- Potentially attracts investors
- Online news can help your business with its SEO

Guide to dealing with media

- News is 'new' 'unique' 'never achieved before' 'faster' 'bigger'. It is not standard operations such as extended trading hours or a new website
- Media are busy so have all your information ready before you contact them
- Provide clearly written materials without errors
- Name photos with your company name and the names of people or machines
- Ensure photos are high resolution and crisp and clear with a clean background
- Only send out a release when you are available to speak to the media

Writing a media release

- The first sentence should outline of the story
- Put the most important information in the first paragraphs
- Answer the following questions; what/who/how/why/where/when
- Use plain language. Don't use industry jargon and technical terms
- Put a date on the release
- Include your contact details – mobile and email
- Numbers, dollars and percentages are good. Quantify your information by adding the value of sales, cost of development, expected turnover. If commercial sensitivities mean you can't use \$ figures talk about % changes

- Always have someone else read and check the release before you send it
- Try and keep your information to one A4 page
- Try and include a quote and ensure you include the name of the organisation and persons position/title

After you have achieved a media story

- Share with the Positive Press Challenge team by emailing:
Sharon.O'Loughlin@dcc.govt.nz
- Share it through your own networks – Facebook, Twitter, company website, put a copy in your waiting room, add a link to your next client and/or staff newsletter