

Promotion is an important part of running an event. This brochure provides details of where and who to supply your event information to.

## 1. Write a Media Release

- ✓ Write an eye-catching headline;
- ✓ Sum up the key message in the first paragraph;
- ✓ Write further paragraphs in descending order of importance;
- ✓ Communicate Who, What, When, Where, Why and How;
- ✓ Include plenty of quotes;
- ✓ Include your contact details (and if applicable your company or community group details) at the end of the release;
- ✓ Make your release upbeat, positive and interesting;
- ✓ Use plain language and check your spelling and grammar.
- ✓ Follow up your media release either in person or by phone.

## SEND TO THE FOLLOWING:

### 2. Media Outlets

#### **Marlborough Express**

Phone: 520 8900

Email: [mailbox@marlexpress.co.nz](mailto:mailbox@marlexpress.co.nz)

[www.stuff.co.nz/marlborough-express](http://www.stuff.co.nz/marlborough-express)

#### **The Blenheim Sun Newspaper**

Phone: 577 7868

Email: [news@blenheimsun.co.nz](mailto:news@blenheimsun.co.nz)

[www.blenheimsun.co.nz](http://www.blenheimsun.co.nz)

#### **The Seaport Scene**

Phone: 573 8060

Email: [dale@seaportscene.co.nz](mailto:dale@seaportscene.co.nz)

[www.seaportnews.com](http://www.seaportnews.com)

#### **The Press**

Phone: 03 379 0940

Email: [reporters@press.co.nz](mailto:reporters@press.co.nz)

[www.stuff.co.nz/the-press](http://www.stuff.co.nz/the-press)

#### **The Dominion Post**

Phone: 04 474 0000

Email: [news@dompost.co.nz](mailto:news@dompost.co.nz)

[www.stuff.co.nz/dominion-post](http://www.stuff.co.nz/dominion-post)

#### **The Radio Network**

Phone: 578 0129

Email: [scott@classichits.co.nz](mailto:scott@classichits.co.nz)

Email: [news@newstalkzb.co.nz](mailto:news@newstalkzb.co.nz)

[www.radionetwork.co.nz](http://www.radionetwork.co.nz)

#### **Mediaworks**

Phone: 984 3400

Email: [pjackson@mediaworks.co.nz](mailto:pjackson@mediaworks.co.nz)

Email: [amckenzie@mediaworks.co.nz](mailto:amckenzie@mediaworks.co.nz)

[www.mediaworks.co.nz](http://www.mediaworks.co.nz)

## 3. On-line Newsrooms

### **Stuff**

Email: [newsroom@stuff.co.nz](mailto:newsroom@stuff.co.nz)

[www.stuff.co.nz](http://www.stuff.co.nz)

### **Voxy**

Email: [news@digitaladvance.co.nz](mailto:news@digitaladvance.co.nz)

[www.voxy.co.nz](http://www.voxy.co.nz)

### **Scoop**

Email: [editor@scoop.co.nz](mailto:editor@scoop.co.nz)

[www.scoop.co.nz](http://www.scoop.co.nz)

### **TVNZonline**

Email: [onlinenews@tvnz.co.nz](mailto:onlinenews@tvnz.co.nz)

[www.tvnz.co.nz](http://www.tvnz.co.nz)

## 4. Publications (charges may apply)

### **Wild Tomato Magazine**

Phone: 03 546 3384

Email: [info@wildtomato.co.nz](mailto:info@wildtomato.co.nz)

[www.wildtomato.co.nz](http://www.wildtomato.co.nz)

### **Marlborough Chamber of Commerce**

Phone: 577 9575

Email: [enquiries@mcoc.org.nz](mailto:enquiries@mcoc.org.nz)

[www.mcoc.org.nz](http://www.mcoc.org.nz)

