

Capacity Building – Press Release Template



Presentation by
Siosifa Pomana
to MEIDECC Department of
Climate Change
Communication &
Information Division
December 19 2022



PRESS RELEASES

Job Family Comparison
General Information

Job Family	General Information
1000	
2000	
3000	
4000	
5000	
6000	
7000	
8000	
9000	

NOTEBOOK



1. What is a Press Release
2. What is the purpose of a Press Release
3. How a Press Releases works
4. Key to a successful Press Release
5. Press Release Format
6. Discussion

What is a **Press Release**

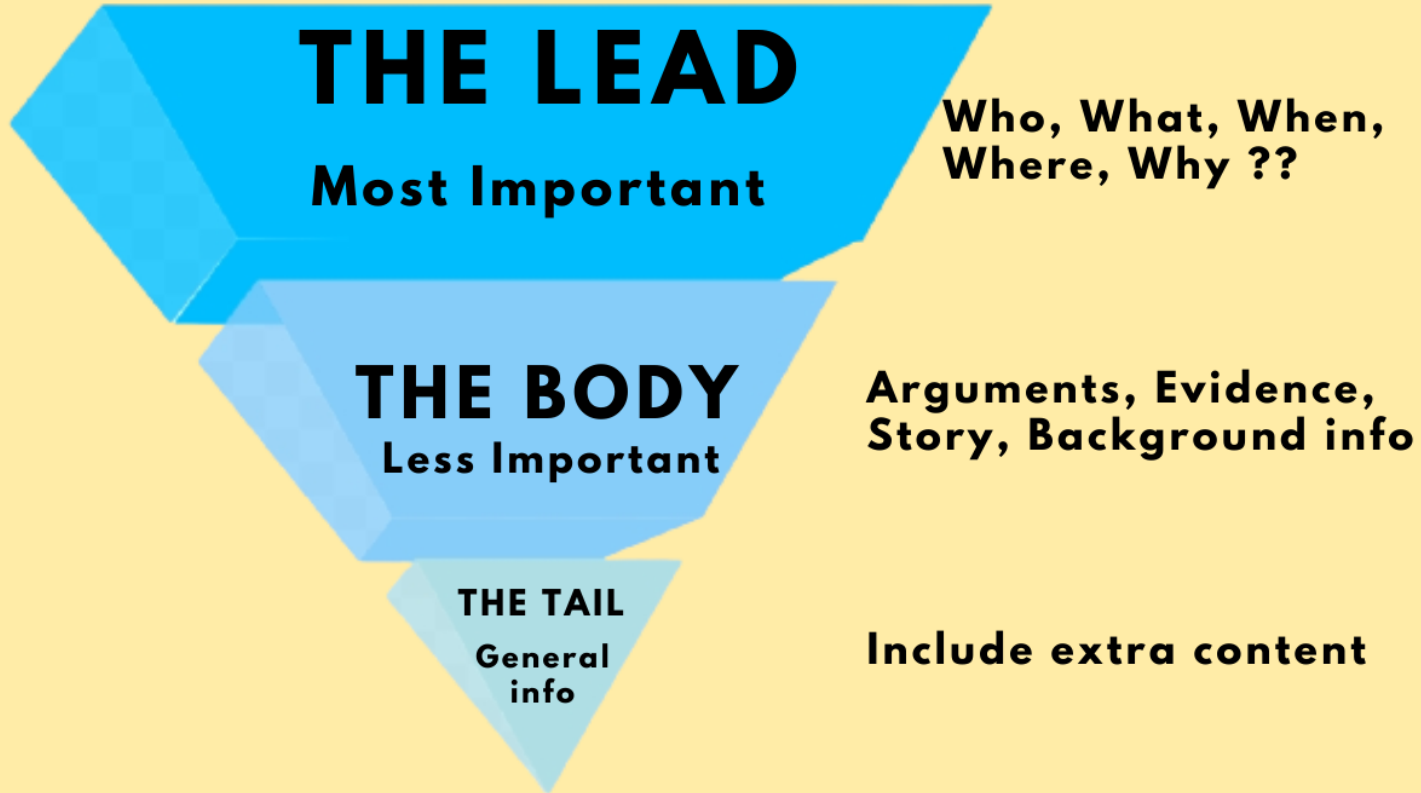
- concise document that
- presents newsworthy information in journalistic style.
- discusses the who, when, where, how, what, and why of a news story or announcement
- for the purpose of getting additional media coverage.



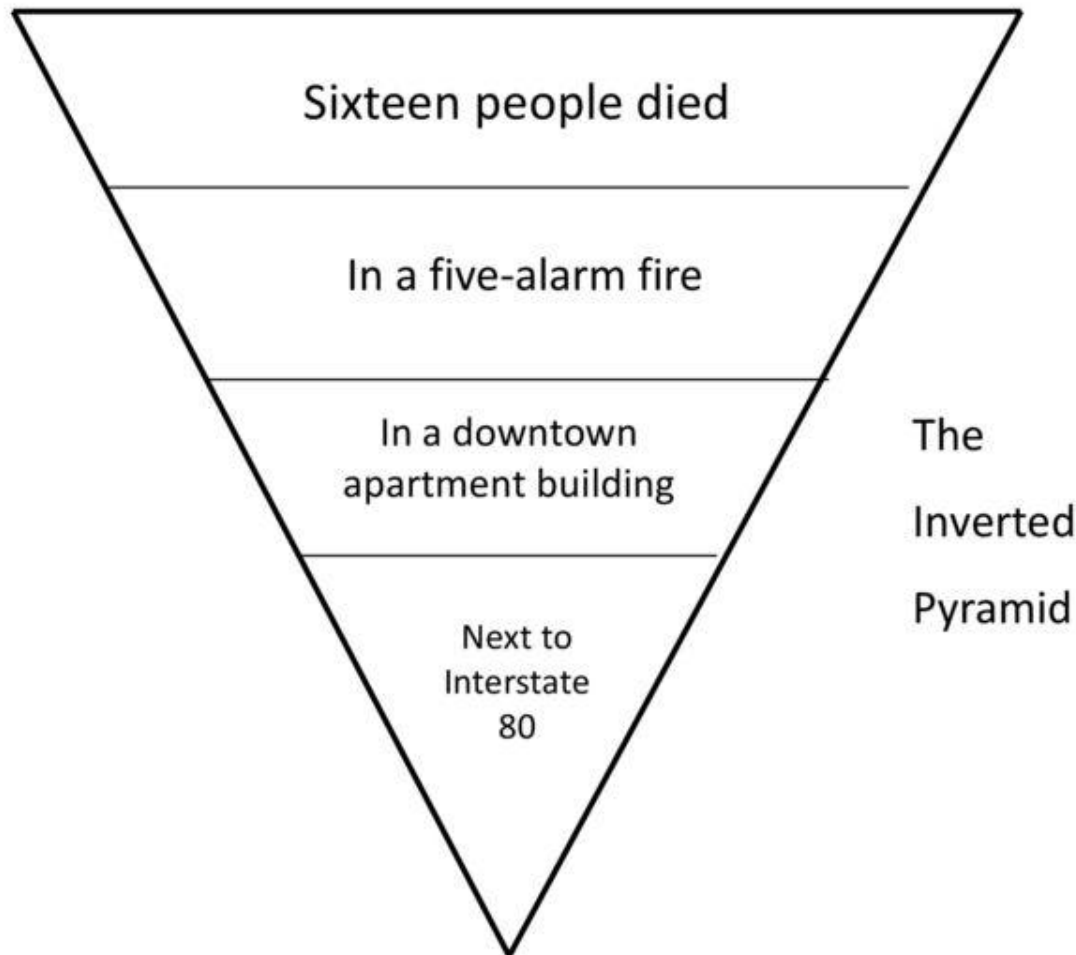
Newsworthy:
timely. important. interesting.



NEWS WRITING INVERTED PYRAMID



News Writing Structure

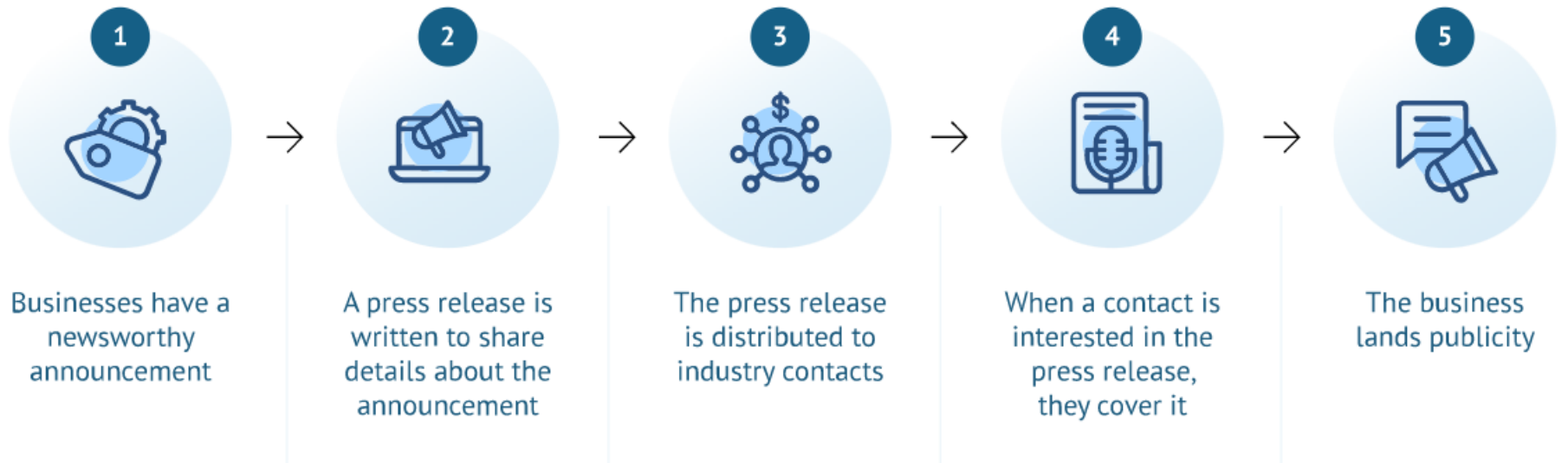


Purpose of a Press Release

- earn positive media coverage
- Proactive, such as building brand awareness, announcing an expansion, or launching new products or services.
- Reactive, such as to counteract negative media coverage or explain why something went wrong.



How a Press Release works



Key to a successful Press Release

Time is of the essence



- Presenting a **relevant, meaningful and significant** story for journalists and your target audience

Follow the Press Release **format**

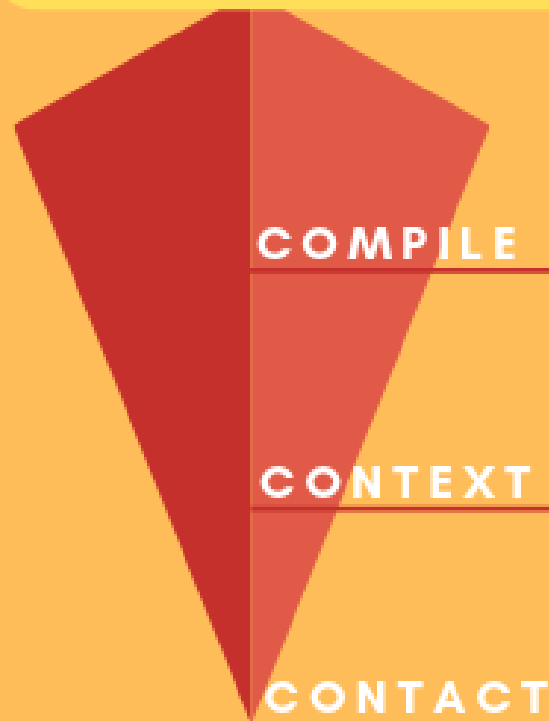
- For the best chance of earning more coverage, press releases need to not only be written and distributed effectively **but also follow the right format.**





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PRESS RELEASE PYRAMID



The Full Story (in one line): Grab attention with your most newsworthy information! Answer the *who, why what, where, when, & how?*

Details + Credibility: Explain the significance of your story. Add background info, quotes (*a human touch*) to add life to your story.

CTA: Get your readers to *take action* and let them know where to find more information or who to contact if they're interested.

Press Release Format

Headline (highlighting the main news point)

For immediate release or Embargoed for release until...

Intro/Lead

Start with a bang. Aim to answer as many of the five W's as possible in your first sentence.

Source

If you have not already done so, answer the question: "How do I know?" This provides credibility.

Essentials

This includes why the story is significant - the perspective. Here you answer the questions "So what?" And "How?"

Quotes

Give the release life and add quotes

Anything else?

Is there anything missing?

Ends

Type "ends" at the end.

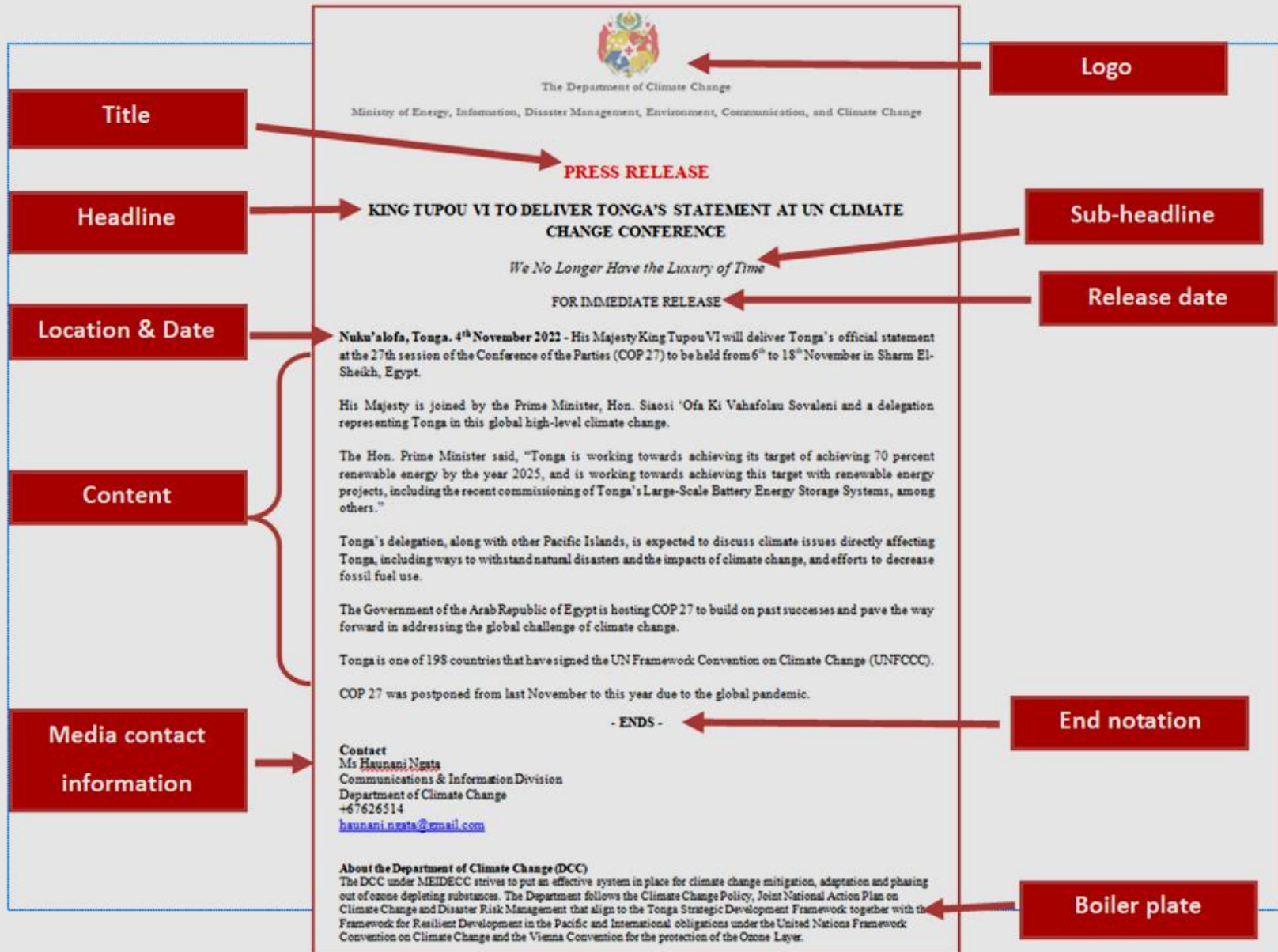
Note to the editor

Your last chance to tell journalists where they can get copies of a report, a photograph or other information.

Contact

Name, telephone and email of people who can provide more information. Remember to include after hours numbers

Press Release Format



Press Release Format - Logo



The Department of Climate Change

Ministry of Energy, Information, Disaster Management, Environment, Communication, and Climate Change

- Displayed at the top of the Press Release.
- Consist of the Government of Tonga official seal, the DCC title and the MEIDECC title, all aligned centre

Press Release Format –

Title, Headline, Sub-headline, Release date

PRESS RELEASE

KING TUPOU VI TO DELIVER TONGA'S STATEMENT AT UN CLIMATE
CHANGE CONFERENCE

We No Longer Have the Luxury of Time

FOR IMMEDIATE RELEASE

- **Title** - 'Press Release'
- **Headline** - a short, simple and compelling sentence that summarises the main message of the press release.
- **Sub-headline (optional)** - additional brief statement that appears directly below your headline which generally expands but does not repeat the headline.
- **Release Date** - indicates when the press release should be published or written about either immediately or at a future time.

Press Release Format –

Location & date of the Press Release

Nuku'alofa, Tonga. 4th November 2022 –

will deliver Tonga's official statement
from 6th to 18th November in Sharm El-

- This should be in this order: City, country, day, month and year followed by a dash to separate itself from the first paragraph

Press Release Format – Content

Nuku'alofa, Tonga. 4th November 2022 - His Majesty King Tupou VI will deliver Tonga's official statement at the 27th session of the Conference of the Parties (COP 27) to be held from 6th to 18th November in Sharm El-Sheikh, Egypt.

His Majesty is joined by the Prime Minister, Hon. Siaosi 'Ofa Ki Vahafolau Sovaleni and a delegation representing Tonga in this global high-level climate change.

The Hon. Prime Minister said, "Tonga is working towards achieving its target of achieving 70 percent renewable energy by the year 2025, and is working towards achieving this target with renewable energy projects, including the recent commissioning of Tonga's Large-Scale Battery Energy Storage Systems, among others."

Tonga's delegation, along with other Pacific Islands, is expected to discuss climate issues directly affecting Tonga, including ways to withstand natural disasters and the impacts of climate change, and efforts to decrease fossil fuel use.

The Government of the Arab Republic of Egypt is hosting COP 27 to build on past successes and pave the way forward in addressing the global challenge of climate change.

Tonga is one of 198 countries that have signed the UN Framework Convention on Climate Change (UNFCCC).

COP 27 was postponed from last November to this year due to the global pandemic.

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- The first paragraph contains the most important information and cover the: who, what, where, when, and why/how of the press release.
- The next paragraphs provides supporting and important information, e.g. direct quotes, statistics, significant background information, photos, videos, and audio files.
- The last paragraph should be the 'For more information' text, which provides the hyperlinks to the website (portal) and social media accounts.

Press Release Format – End Notation, Contact Info, Boilerplate

- ENDS -

Contact

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Department of Climate Change

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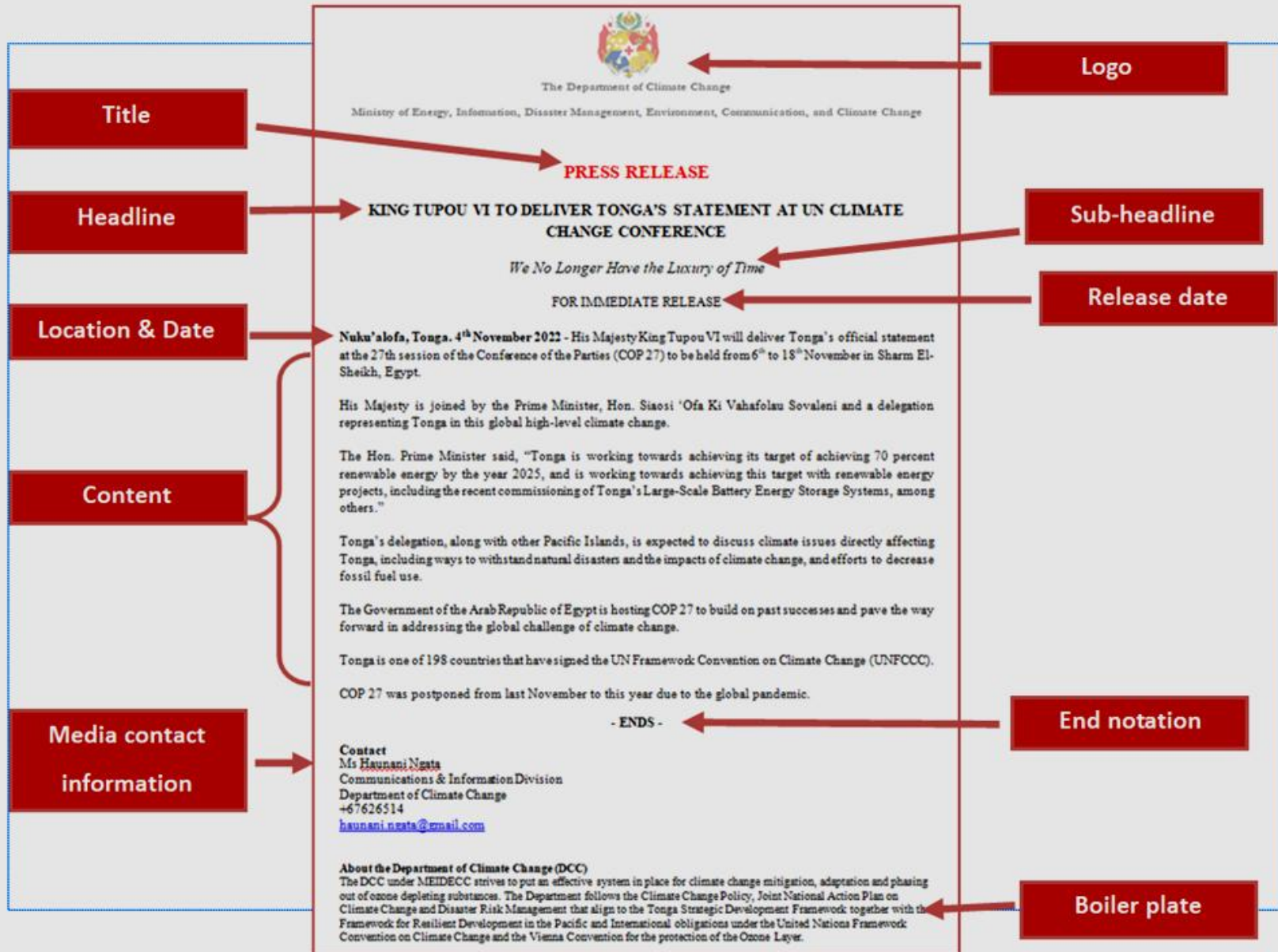
haunani.ngata@gmail.com

About the Department of Climate Change (DCC)

The DCC under MEIDECC strives to put an effective system in place for climate change mitigation, adaptation and phasing out of ozone depleting substances. The Department follows the Climate Change Policy, Joint National Action Plan on Climate Change and Disaster Risk Management that align to the Tonga Strategic Development Framework together with the Framework for Resilient Development in the Pacific and International obligations under the United Nations Framework Convention on Climate Change and the Vienna Convention for the protection of the Ozone Layer.

- **End Notation** - placed at the end of the press release content
- **Contact Information** - contact information of the person at the DCC who is responsible for providing additional information when requested by the media organisation or interested parties.
- **Boilerplate** - background information about the about the DCC

Press Release Format



Press Release Content Checklist



- **Newsworthy** - Does the press release offer value to and of interest to the target audience and the media?
- **Objective** - Is the press release unbiased and objective?
- **Factual** - Is the press release information based on data that is accurate and free of errors, and originated from reliable sources?
- **Written Consent and/or Authorization** - Has consent and authorisation been received from relevant organisations or individuals?
- **Contact Information** - Is the contact information of the organisation provided?
- **Grammar and Spelling** - Has the press release been examined to be free from grammar and spelling errors?
- **Consistent Format** - Is the press release aligned to its standard structure as expected by the media?

Summary



