

Example PR Newsletter 01.

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(This is a press release written for a private client, which went out to their local media. I wrote it, localized, spelling and tone, to the region/country)

FOR IMMEDIATE RELEASE

Socius Media Secures Landmark Contract to Deliver Media Training for Local Government

[Auckland] — [July 3, 2025] — Socius Media, a leading provider of professional media, communications, and crisis-response training, is proud to announce it has been awarded a significant new contract to deliver media training services for local National government departments across the region.

Following a competitive tendering process, Socius Media was selected for its proven expertise in empowering organisations to communicate with clarity, confidence, and credibility. Under the new agreement, the company will design and deliver a comprehensive programme of media engagement workshops, crisis-communication simulations, and spokesperson development sessions for council leaders, senior officers, and frontline representatives.

“We are thrilled to partner with our local National government to strengthen the way vital public information is communicated,” said Mary Lambie, Managing Director of Socius Media. “Effective communication builds trust, transparency, and resilience—especially during fast-moving situations. We’re committed to equipping teams with the tools and confidence they need to represent their communities with professionalism and impact.”

The training programme will focus on:

- Media interview preparation, including message development and on-camera confidence
- Crisis-communication strategies, ensuring clear and consistent public messaging
- Social media best practice, including reputation management and online engagement
- Proactive storytelling, helping departments highlight positive initiatives and public services

A spokesperson for the local National office said: “We’re pleased to be working with Socius Media. Their track record in public-sector communication and hands-on, practical training approach made them the ideal partner. This contract will help ensure our teams are better prepared to engage with the public and the press.”

The contract marks a major milestone in Socius Media’s continued growth within the public sector. The company has previously delivered training for schools, emergency services, charities, and corporate clients, and now looks forward to strengthening its impact within local government.

For more information about Socius Media and its training services, visit www.sociusmedia.co.nz or contact Mary Lambie at [email/phone].