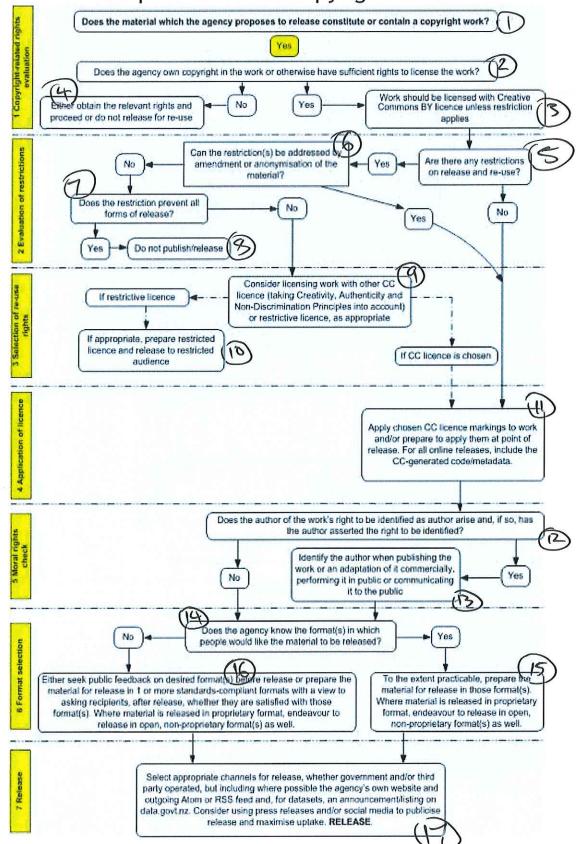
The release process where copyright material is included:



The release process for non-copyright material:

Select appropriate channels for release, whether government and/or third party operated, but including where possible the agency's own website and outgoing Atom or RSS feed and, for datasets, an announcement/listing on data.govt.nz. Consider using press releases and/or social media to publicise release and maximise uptake. RELEASE.