



Producing a Good Press Release



Have you got big news?

Would you like everyone to know your story?

How do you get your story into the newspaper?

Here is how to produce a good press release in 20 stages!

An easy and quick way to spread good news is to write the local and regional newspapers and magazines. The best way to do this is to produce a press release.

If you provide regular press releases to your local newspapers and magazine you may find you build a relationship with them and they could come to you in response to local events and activities looking for stories. Indeed, you could even become the regular writer for a monthly column!

Please find below a 20-point guideline on how to produce a good standard press release which will hopefully get your story heard.

1. Give a simple, punchy headline to grab attention that reflects the core of the story e.g. Church raises £5,000 to help young homeless children.
2. Grab the attention of the reader in the first paragraph and ensure you include the following information: Who? What? Where? When? Why? How?
3. Be clear and concise, journalists will not have time to read large tranches of text.
4. Keep your press release to a maximum of 350 words.
5. It must be 'news' worthy – e.g. of interest to the public, new and current. The media particularly like anything to do with large numbers e.g. £500,000 restoration project, They also love children, young people and of course animals!
6. Include quotes in your text from someone relevant to the story (this may be you).





7. Put the quote into quote marks and put the text into italics - aim for 2/3 sentences.
8. The quote allows you to be subjective and add colour/drama to your press release.
9. You can write a quote on behalf of someone else but make sure that they approve the quote.
10. Avoid church jargon, acronyms and church language that the general public will find hard to understand.
11. Do include a digital photograph - up to 2MB. (compress the image and send as a jpeg).
12. If a picture includes people please provide a caption including the names of those in the picture reading from left to right and give their job titles.
13. If you quote someone in the press release then often a journalist will want their picture. It can be a picture of them on their own or in a group.
14. If the picture is by a photographer with a copyright include their name and contact details. Don't forget to gain their email permission to use it.
15. If the photograph includes pictures of children it is of paramount importance you have the correct permission to use the child in publicity. We recommend you get this permission every time for very photograph, rather than relying on past tick boxes used in the child's initial registration process. This also gives you an opportunity to tell the parents/guardians that their child may appear in the press.
16. At the end of the press release write 'Notes to the Editor'. These are short paragraph summarising who you are and provides the editor with general information. It may include: biographical information, facts and figures, a website address for more information and it must include your contact details (name, landline and mobile telephone number and email).
17. Ask someone else to check your press release for mistakes, particularly typos, that are easy to miss.
18. If you are in doubt about any information, then check first or if you can't verify it, leave it out - never include information unless you are sure it is correct.
19. Always send a copy to the Bishops' Press Officer and the Diocesan Communications Manager.
20. If in doubt, speak to the Communications Manager first who can advise you before you start work on your press release.



Sample Press Release:

Release Date: xyz month 2018

Insert a simple, punchy headline to grab attention.

Grab the attention of the reader in the first paragraph and ensure you include the following information: Who? What? Where? When? Why? How? The press like numbers – 50% increase or £10,000 raised so highlight these details if relevant.

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Ends.

Notes to the Editor:

Your Church: insert paragraph about who you are.

The Diocese of St Edmundsbury and Ipswich: The Diocese was founded in 1914 and serves about 631,000 people with 454 parishes with 125 benefices and 18 deaneries.
www.cofesuffolk.org

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