

Examples of when to do a press release

- Introduce a new minister or service
- Your church does something special or unusual
- Anniversary or milestone
- Receive or present an award
- Sponsor a community event
- Blessings of the pets service
- Ceremony to bless items buried in the cornerstone of a new construction, breaking ground for a new addition or dedication of a new building
- Special guests, celebrities or public figures
- Anything that impacts the community around you

Press releases should be written as an inverted triangle (most important information down to least important). The editor edits from the bottom up. Always include the “5 Ws”- who, what, when, where and why (all this should be in the first few paragraphs). Media like stories with a “local” angle.

See examples of a press release included in this packet. Almost always, write **For Immediate Release** in the upper left hand corner. (Move 3-5 spaces down if you are using letterhead). Under Immediate Release, place the name and phone number of a contact person who is knowledgeable about the story. If that person is difficult to reach, use someone else. An editor may only make one attempt to call and you want someone to be available. Also include your church name, address and telephone number.

The press release should be one side, one page if possible, with wide margins and double spaced with a font no smaller than 12. Use standard symbols... **-more-** at bottom of first page and **-30-** or **###** at end of press release. Use quotes from people whenever possible. Check your facts...for example if your date and the day of the week given for an event don't match, the editor may just toss it out rather than trying to track down the correct information. Make sure there are no mistakes in spelling or grammar.

If you are having an event with a nationally-known guest speaker, include a 5x7” black-and-white photo with your news release. Photos are very important because in a page of print, our eyes move to the photos first.

Give the job of writing the press release to somebody who can write. A freelance writer or someone with a background in journalism is a good candidate. If your press release can be “popped into” the newspaper’s regular article system, you’ve got a greater chance of seeing it in print. If it’s difficult to rewrite, it’ll most likely be discarded for something easier to use.