



THE CHURCH  
OF ENGLAND

Diocese of St Edmundsbury  
and Ipswich

## 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 to 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 for comment in response to other breaking news stories. Please find below a 20-point guideline on how to produce a good standard press release which will hopefully get your story noticed.

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.
3. In your second paragraph aim to include the following information: Who? What? Where? When? Your Why? and How? should follow in subsequent paragraphs.
4. Be clear and concise. Journalists will not have time to read large tranches of text.
5. Keep your press release to a maximum of 350 words.
6. It must be 'news' worthy – e.g. of interest to the public, new and current.
7. Include quotes in your text from someone relevant to the story (this might be you).



8. Put the quote into quote marks.

9. The main text of your press release should be factual. The quote allows you to be subjective and add

colour/drama to your press release. Use your quote to add adjectives.

10. You can write a quote on behalf of someone else but make sure that they approve the quote.
11. Avoid church jargon, acronyms and church language that the public will find hard to understand.
12. Do include a digital photograph - up to 2MB. (compress the image and send as a jpeg). Make your photo relevant to the story, make sure it's in focus, good quality and is well-framed.
13. 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.
14. Always include copyright information with your photograph. This might be from a professional photographer. If so, include their name and contact details. Don't forget to get their 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 your publicity materials. We recommend you get this permission every time for every 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 include a 'Notes to the Editor' section. 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, check it. If you can't verify it, leave it out. Never include information unless you are sure it is correct.
19. Always send a copy of your press release to the Diocesan Communications Manager.
20. If you are worried about any element of your press release, speak to the Diocesan Communications Manager first who can advise you before you start work on your press release.



## Sample Press Release:

Release Date: xyz month 2019

### **Insert a simple, punchy headline to grab attention.**

Introduction: A succinct first paragraph – no more than 30 words long – to summarise the story. Eg: xyz church in Bury St Edmunds has raised £5,000 to support homeless families in the area.

Paragraph 2: This should aim to cover who, what, where and why/how. Eg: The congregation at St Mary's Church ran a month-long bake sale collecting donations for the local Centrepont Homeless Charity ahead of its Christmas campaign.

Paragraph 3: Ideally insert a quote from someone relevant to the story, adding colour, adjectives and personality. Eg: Revd Joe Bloggs said: "Our delicious brownies, fabulous flapjack and incredible Chelsea buns were a huge hit with businesses and shoppers in the area and we are staggered that flour, eggs, sugar and butter and a good dose of elbow grease has resulted in this astounding sum of money."

Paragraph 4: Add in any extra relevant information here to expand on the themes already mentioned. Eg: Around 60 members of the congregation were involved in producing the sweet treats. The money raised will be used to support a drop-in facility providing support, advice and a warm meal for people struggling with homelessness.

Paragraph 5: Consider adding an additional quote from the same person or someone different. Eg: A spokesman for the charity said: "We are incredibly touched that the church has made such a huge effort on our behalf."

Paragraph 6: Conclusion. End the press release with a summary or a date (of an upcoming event for example) or any final details you haven't included. Eg: The church intends to continue its fundraising campaign for the homeless and is looking to hold a secondhand book sale on December 5<sup>th</sup>.

Max 350 words.

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](http://www.cofesuffolk.org)

For further information please telephone Leonie Ryle Communications Manager

01473 298546 or email [leonie.ryle@cofesuffolk.org](mailto:leonie.ryle@cofesuffolk.org)