

Working with the media

If you wish to write a press release or get some media profile for your church activities, please contact Florence on florence.gildea@leicestercofe.org or communications@leicestercofe.org and we'll be very happy to work with you to help you write it and provide ideas to generate publicity.

In the case of prospective media interviews resulting from your press release, please inform the Communications Team by emailing Florence or calling 07943387265 before you undertake a media interview so that we can brief you on any relevant breaking news or reputational issues in the diocese and so that we can help amplify your story on diocesan channels, where appropriate.

If you are contacted by a reporter unprompted, please inform the journalist politely that you'll get back to them and then call the Communications team on 07943387265 or email Florence. We'll be able to advise on how best to respond.

In the case of a controversial story or negative enquiry from a journalist, avoid responding to a journalist with a "*no comment*", as once you have declared that you choose to refrain from commenting, you lose any influence over how the story is presented. Simply inform them at the point of contact that you, or someone from the diocese, will get back to them as soon as possible, take some contact details and contact the Communications team on 07943387265 immediately.