



How to share good news!

With so much going on at every church, it can be a little daunting to decide what news to share and who to share it with. The checklist below can help you with how to approach this:

A good starting point when sharing any update is thinking about your audience.

Stories very specific to your church (i.e. changes made to service times, the launch of a new coffee morning) may be ideal to include in a **parish newsletter**, on a **poster** in the church or on any **website** or **social media** run by the church.

For parish or community newsletters and your own social media channels, you will likely have already developed a tone of voice. Share updates in this style to continue building a connection to your audience.

If your church is doing something unique or quirky (i.e. hosting an exhibition of a thousand knitted church mice; brewing up a one-off parish ale) there may be regional or national **press interest!** Also, send through to the Diocese (contacts details at bottom of page) so that your news can be shared on our website, social media and bi-weekly eNews bulletin.

If you think the news you have to share will be of interest to the media, you will most likely need to produce a **press release**. This provides journalists with all they need to fully understand a story - and convince them to cover it!

Overleaf we have written a quick guide of what to include.

Always try to keep content as concise as possible. Anything that will be printed will only have a limited space on the page, while online articles and videos need to keep the attention of audiences accustomed to short, snappy formats.

If possible, always take at least one high resolution photograph to accompany a story you wish to share. Stories featuring pictures attract better engagement and without this many news publications will be unable to publish a story.

It is always essential to ensure anyone included in a photo is happy for this to be shared before doing so.

TOP TIPS!

Identify stories that are:

- **People-focused**
- **Timely and relevant**
- **Positive and hopeful**

Make sure you include:

WHO WHERE
WHAT WHY
WHEN



Writing a press release

Start with **your organisation** (church name, or benefice, or community group) and **the date**.

Then **a heading** stating, in a short sentence, what it is about ie:

- *New rector/thatch/bell/ for xxx church*
- *Three generations of family to be confirmed at xxx*
- *Flower festival/Christmas in July /organ marathon raises £xxx for xxx*

Then include:

What the event is/was **Who** it involves **Where** it took/is taking place **When** it was/will be
Why it was organised (a celebration/serving the community/fundraising...)

And, very importantly, never forget to include **who to contact for more information** (include a phone number and email).

Consider including **a quote**, perhaps "We are delighted that..." attributed to the name of the person quoted.

Do not be surprised to see your press release word-for-word in your local paper, attributed to one of their staff (they are short-staffed and time-pressured).



PHOTOS

Ensure you have the copyright holder's permission for pictures to be published (usually the photographer) and include this info, with a picture caption, at the end of the press release. Send pictures at a reasonably high resolution, file sizes of around 1mb are fine (taken directly from social media can be too low, but a total of more than around 12mb can be too big for some inboxes).

Try to fit the press release on **one side of A4**. Use a reasonably big font and plenty of white space so that your information stands out. You could send it as a Word document, and/or in body of email, with a couple of pictures.

If you are sending the same email to several people, BCC the email addresses to avoid issues with inappropriately sharing addresses.

Send it to the local patch reporter for your area on the EDP/Norwich Evening News/Newsquest weekly papers such as the *Fakenham and Wells Times* or *Great Yarmouth Mercury*.

It can also be a good idea to send to the relevant news desk for your local paper, i.e.:

- newsdesknorfolk@newsquest.co.uk
- newsdesk@lynnnews.co.uk
- editor@justregional.co.uk
- norfolknews@bbc.co.uk
- look.east@bbc.co.uk
- anglianews@itv.com

SCAN THE QR
CODE FOR A
PRESS RELEASE
TEMPLATE

