

NEWS from



The Diocese of York

The Church of England from the Humber to the Tees

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FOR IMMEDIATE USE

The Anatomy of a Press Release: what it is and what to do with it

There is no mystique to a Press/News Release - but there are conventions and features that will help it to do its job.

Keeping to these conventions will enable a journalist to concentrate on your story, rather than on interpreting your Press/News Release.

FORMAT

- i. Name of your organisation
- ii. Logo etc
- iii. Address including phone numbers, emails and web addresses.

CONVENTIONS

- i. Date of issue
- ii. Date when material can be used - if immediate then say so!
- iii. Your own headline - which they may or may not use
- iv. If there's a photo opportunity then say so!
- v. 'ENDS' - where it ends!
- vi. Name of contact and at least a phone number at the bottom - whether or not it duplicates that for the organisation at the top.
- vii. 'Notes for Editors' at the very end - location details, concise background facts etc.

THE TEXT

- i. *"Tell 'em what you're going to tell 'em; then tell 'em; then tell 'em what you've told 'em"*



- ii. Ideal first sentence is a single paragraph and covers the journalists' five 'w's: Who? What? Why? Where? When?... - and perhaps in that order
- iii. 1 to 3 paragraphs of information elaborating on the above, remembering that your audience may have little prior knowledge of who you are or what you're doing
- iv. A quote from a relevant person if appropriate. May be useful for the writer of the News Release to draft the quote and get it approved by the speaker
- v. A punchy last sentence putting the event in a wider perspective - may have the character of a sound-bite

WHAT TO DO WITH IT

All media outlets now expect to receive information by email. Here are some of the major outlets across the diocese:

BBC Radio Humberside	humberside.news@bbc.co.uk	(01482) 323232
BBC Tees	tees.programmes@bbc.co.uk	(01642) 225511
BCC Radio York	northyorkshire.news@bbc.co.uk	
Believe in Hull	news.believeinhull@gmail.com	(07455) 806222 - Tony Barker
Bridlington Free Press + Driffield Times	newsdesk@bridlingtonfreepress.co.uk	(01723) 860178
Church of England Newspaper	cen@churchnewspaper.com	(0207) 222 2018
Church Times	news@churchtimes.co.uk	(020) 7776 1060
Holderness Gazette	news@holderness-gazette.co.uk	(01964) 611589
Hull Daily Mail	news@hulldailymail.co.uk	(01482) 315359
Malton & Pickering Mercury	newsdesk@jpress.co.uk	(01653) 600051
Middlesbrough Evening Gazette	news@gazettemedia.co.uk	(01642) 245401
Minster FM	news@minsterfm.com	(01904) 486598
Ross Parry News Agency	newsdesk@rossparry.co.uk	(0113) 236 1842
Scarborough News	newsdesk@jpress.co.uk	(01723) 860160
Selby Times	editorial@selbytimes.info	(01757) 700280
Whitby Gazette	editorial@whitbygazette.co.uk	(01947) 829910
York Press	newsdesk@thepress.co.uk	(01904) 567131
Yorkshire Post	yp.newsdesk@ypn.co.uk	(0113) 243 2701



Parish Church of St Swithun-in-the-Swamp
 Whelk Street, Skraggend-on-Sea AB12 3CD
 Tel 01234 567890
www.stswithinwampskraggend.org office@stswithinwampskraggend.org

NEWS RELEASE

9 April 2012

FOR IMMEDIATE USE

CHURCH CELEBRATES PIER CENTENARY
Thanksgiving for Churchwarden's gift to town.

[Photo opportunity]

Members of St Swithun's Church, Skraggend-on-Sea, will hold a thanksgiving service for the life of former Churchwarden Euphonious Ganglion, whose bequest built Skraggend's pier, in the pier-end theatre at 3.00pm on Saturday 16th April, the centenary of the pier's opening.

The Mayor of Skraggend, Councillor Flo Flatiron, will attend the 45-minute service, which will be led by Vicar of St Swithun's the Reverend Eustace Bluejeans. The preacher will be the Archdeacon of Gridlington, the Venerable Armitage Shanks. Members of the Ganglion family are due to fly in from Canada for the celebration.

Euphonious Ganglion, the world-famous snowplough manufacturer who moved his business to Skraggend in 1881 to escape what he described as "the intolerable and foul stifling air of Sheffield", was a Churchwarden at St Swithun's from 1887 to his death in 1899. His bequest to the town led to the opening of the Ganglion Memorial Pier in 1912. He also funded the restoration of St Swithun's bells, and was the founder of the Cottage Hospital in Strapwell Street

Present-day Churchwarden Ferdie Hurtle said, "I hope as many Skraggend people as possible will join us in thanksgiving for a well-loved feature of our town, and for the memory of a man whose faith and generosity still touch everyday life in Skraggend

ENDS

For further information contact Ferdie Hurtle on 01234 678901 or fhurtle@stswithinwampskraggend.org

Note for editors: the Mayor, members of the Ganglion family and the clergy will be available for photos at the Ganglion memorial plaque outside the Pier Theatre after the service, at approximately 3.45pm. The entrance to the Ganglion Memorial Pier is on Skraggend Promenade, and there will be no admission charge on the centenary day.

When the media get into your story: Help! There's a journalist on the phone!

If there's a story you'd rather not be promoting, there are a few golden rules to get you started.

TIPS

- i. Keep calm and polite – rudeness or anger will only make matters worse.
- ii. Ask the journalist to tell you all the information they have (they will probably be willing to do this because they hope you will confirm it and add to it).
- iii. Ask the journalist exactly what they want from you and be clear what it is. It might be confirmation or denial of something; comment on something; additional information about something.
- iv. Thank them for the details they have given you, take their name, the organisation they represent, and their contact details, and tell them you will get back to them shortly – ideally within the hour.
- v. Use this time calmly to work out what you do and don't want to say. Write it down.
Never, ever, use the expression 'No comment'! If you don't want to comment on something, be prepared to give some explanation why not.



- vi. Call the Diocesan Communications Manager, who may be able to return the call on your behalf.
- vii. Call the journalist back and be prepared to explain what you have decided to say, but don't go beyond it.

ENDS

NOTES TO EDITORS

- i. The Diocesan Communication Manager is there to help you with all this: contact Martin Sheppard on 01904 699530 or martin.sheppard@yorkdiocese.org

