Media Release

*Add the date here*

*Write your headline here*

(Pick out the key item/ message/ news and include that in your headline. Ideally it should fit on one line)

**Write or paste your copy into this space**:

Always start with a short one sentence which tells the whole story. Usually your introductory paragraph will expand the headline.

Remember to put the most important information first – newspaper sub-editors will usually cut the last paragraphs first in order to shorten a story to the space they have available.

Remember the five Ws:

* Who
* What
* When
* Where
* Why

If your event happened more than a week ago or you will miss your local papers’ deadline for the current week, then remove the When.

The second paragraph should set the scene and the third paragraph is where you can say what happened or will happen. If needed, the last paragraph should either provide contact information or direct them to further information. This is an opportunity to plug your website by including its URL address.

Remember that newspapers like ‘real people quotes’ so ask one of your group, a parishioner/visitor for their comment making sure it underlines the key message of your event/project. Be sure to attribute it: Eden Jones, 27, from Measham, Leicestershire, said: “This is...” and always be sure to have the person’s permission before you quote them.

Facts and figures are always good:

* The church needs to raise £100,000 for a new roof
* The church serves a village population of around 900 people and runs X coffee mornings, children’s clubs, pensioners lunches etc every month/year
* A church was first built on this site in the 1700s and has served the local community for more than 300 years

Ends

**Editor’s notes:**

Add any additional information that will benefit the recipients here – contact info/ background info etc

Always add a name and contact number for the journalist or photographer to ring with any queries and make sure it is a number that will be answered as the media are usually working on short deadlines with fast turn-around and you don’t want to miss the opportunity.

**Picture captions:**

Don’t forget to add the captions for your photos here. Newspapers like names, ages (especially if children) and places. Always aim for a least a first name and the home town/village. **Make sure you have consent from all in the photo to share on websites, social media and with the press/broadcast media.** If the subject is under 18 years old, consent is required from their parent or guardian.

If you need any further help, please do get in contact with the Communications team at [communications@leccofe.org](mailto:communications@leccofe.org) on 079433875265.