



## Publicising your local event

There are very many ways of letting people know about events you are organizing. Think about how you find out what is going on and look at doing the same.

### 1. Person to person

This is probably the most successful way of getting people along. Ask everyone you know to invite at least two of their friends. You might like to have a leaflet, or informative tickets, to give out to people as a reminder. People can ask their friends at church, at the school gate, at work, at clubs and other organizations or even in the pub

### 2. Posters and leaflets

Ask for permission to put up posters in local shops, schools, the library, the church, doctor's surgeries or anywhere else you can think of where they are likely to be seen by the sort of people who would come to your event. Don't forget to include all the relevant details.

### 3. Local media

Publicity in your local paper or on your local radio station is a great way to raise the profile of your church and/or your event and to ensure a good attendance. Don't forget the parish magazine or local listings websites too.

*The Press Release is the basic tool for getting your story across to the local journalists – whether they be print or broadcast.*

There is no mystique to a press 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 News Release.

#### 3.1 Conventions

Send your release on headed paper or make sure that the name of your organization, address, phone, website, e-mail and logo appear.

Give the date of issue and the date when material can be used - if immediate then say so!  
Use double, or at least 1.5 line spacing

Provide your own headline - which they may or may not use. If there's a photo opportunity then say so!

Put 'ENDS' where the release proper ends, then follow this with the name of the contact person and at least a phone number at the bottom - whether or not it duplicates that for the organisation at the top.

You may like to add some 'Notes for Editors' at the very end – with location details, concise background facts etc.

#### 3.2 The text

"Tell 'em what you're going to tell 'em; then tell 'em; then tell 'em what you've told 'em"!

The ideal first sentence is a single paragraph and covers the journalists' five 'w's: Who? What? Why? Where? When? - and perhaps in that order.

Follow this with no more than 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.

Add 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!

Make sure you have a punchy last sentence putting the event in a wider perspective – this may have the character of a sound-bite.

Here's an example to illustrate some of the points made below:

The Parish Church of St James the Lesser Still  
High Street, Rustington on Sea RS12 3DW  
Tel: 01234 567890 Web:[www.jamesthelesserstill.org.uk](http://www.jamesthelesserstill.org.uk)

**NEWS RELEASE**

9 October 2009 for immediate use

**FROM FAMINE TO FUN: ETHIOPIAN EVENING  
MARKS 25<sup>TH</sup> ANNIVERSARY OF FAMINE  
23 October 2009 6:00pm  
[Photo opportunity]**

**Members of St James the Lesser Still Church, Rustington on Sea, are organizing an Ethiopian Cultural Evening to celebrate 25 years of progress since the famine which devastated Ethiopia and to raise funds for future work. The event, which is open to everyone, will be held in St James the Lesser Still's Parish Hall on the High Street on 23 October 2009. This is the exact date that Michael Buerk's award winning report first drew attention to the famine in 1984.**

The Mayor of Rustington, Councillor Ronald MacDonald, will open the event, which is supported by members of Rustington's Ethiopian community. Delicious Ethiopian food, provided by the Merkato Ethiopian restaurant, South Street, Rustington Parva, will be available to sample, along with more traditional fare. The Haile Selassie Singers will provide traditional Ethiopian singing and dancing. Mrs Celia Bracegirdle, recently returned from a two week tour in Ethiopia, will be showing pictures from her visit. There will also be a raffle, tombola, face painting, lucky dip craft stalls and a cash bar.

The event will provide an opportunity for people in Rustington and surrounding villages to have an enjoyable evening out, experience an ancient yet vibrant culture, try delicious food and raise funds for Ethiopian causes.

Tickets, costing £5 per person (concessions available) are available from Mrs Bracegirdle on 01234 567567, the Parish Office on the High Street and the Merkato Restaurant in Rustington Parva. Proceeds will be shared between the church's Ethiopian Community Club and St Matthew's Children's Fund Ethiopia.

Vicar of St James the Lesser Still, Rev Uriah Heep, said: "We are delighted as a church to celebrate with the members of the Ethiopian community in our area. We hope that everyone in Rustington and the surrounding villages will come to find out what's been achieved in Ethiopia since the famine and celebrate another distinctive culture in an enjoyable way"

## **ENDS**

For further information contact Celia Bracegirdle on 01234 567567. Mrs Bracegirdle, Rev Uriah Heep and members of the Ethiopian Community Club and Haile Selassie singers may be available for interview on request.

*Note for Picture Editors: the Mayor and members of the Haile Selassie Singers will be available for photos from 5:30 pm to 5:45 pm on 23 October at the Parish Hall, immediately before the opening ceremony. The Haile Selassie singers will also be available for photographs during rehearsals on Friday 16<sup>th</sup> October from 6:30 pm in the Parish Hall.*

### 3.3 What to do with it

Check how your chosen media outlets prefer to receive a News release - virtually all will accept e-mail though you may prefer to use fax or the postal system.

E-mail is quick and easy. Some will accept rich text (ie all the above about formatting can be done), but some will only take plain text (your layout and highlighting is lost).

### 3.5 Other avenues

There may be a local listings section in your local media so you should ensure that your details are in there. Alternatively, it may also be possible to place an advert in the relevant classified section of the paper.

*Finally Good Luck*