

Reaching Out to the Unchurched Webinar Series

Session 4 Bonus Coverage

Today's Topic

Better Parish News Releases

David Adrian

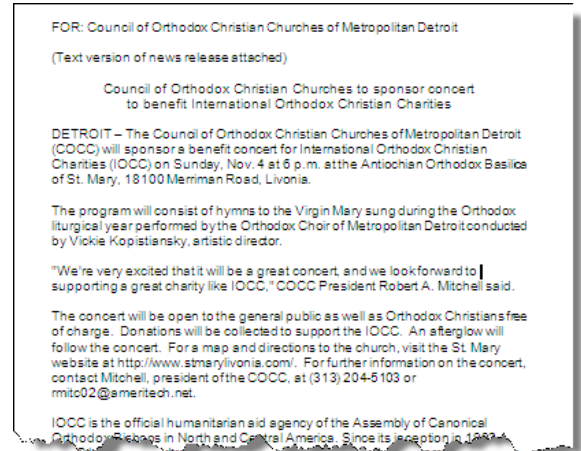
President Adrian & Associates

Background

- 40-year in communications
 - 13 years
 - as newspaper reporter and editor
 - 27 years
 - as public relations counselor
- Forte
 - media relations and publicity, including crisis communications
- News releases for my parish church and other Orthodox organizations in metro Detroit

Writing News Releases

- Terminology: "news release" versus "press release"
- Write for email distribution
- Outline
 - Subject line: "NEWS RELEASE: Headline"
 - Put body of release in text of email message in plain text format
 - Don't send releases as attachments: editors may not open them for fear of viruses
 - Especially don't use PDF, which editors must convert to text
 - I.e., in packaging and style, make releases user-friendly: that increases chances of placement
 - Text of email message
 - FROM: Name and address of parish church
 - Headline
 - Text of news release
 - City line (no need for dateline)
 - Mark end of text with "END" or hash marks
 - CONTACT(S): contact information
 - Name of contact, with title if clergy
 - (Organization if different from parish)
 - Telephone number(s)
 - Email address



Writing Style

- Inverted news story pyramid
 - who, what, when, where, how and why
- nouns and verbs
 - not adjectives and adverbs
- Keep it factual
 - no "purple prose"
- Keep it brief and concise:
 - 400 words (2 typewritten pages, double spaced) max
- Follow AP Stylebook at <http://www.apstylebook.com/>
- Photos – attach as jpeg files; 300-600 dpi

FOR: Council of Orthodox Christian Churches of Metropolitan Detroit

Council of Orthodox Christian Churches to sponsor concert
to benefit International Orthodox Christian Charities

DETROIT – The Council of Orthodox Christian Churches of Metropolitan Detroit (COCC) will sponsor a **glorious** benefit concert for International Orthodox Christian Charities (IOCC) on Sunday, Nov. 4 at 6 p.m. at the Antiochian Orthodox Basilica of St. Mary, 18100 Merriman Road, Livonia.

The **spiritually uplifting** program will consist of many **beautiful** hymns to the Virgin Mary sung during the Orthodox liturgical year performed by the Orthodox Choir of Metropolitan Detroit conducted by Vickie Kopistiansky, the choir's **brilliant** artistic director.

"We're very excited that it will be a great concert, and we look forward to supporting a great charity like IOCC," COCC President Robert A. Mitchell said.

The concert will be open to the general public as well as Orthodox Christians free of charge. Donations will be collected to support the IOCC. A **warm and welcoming** afterglow will follow the concert. For a map and directions to the church, visit the St. Mary website at <http://www.stmarylivonia.com/>. For further information on the concert, contact Mitchell, president of the COCC, at (313) 204-5103 or rmitc02@ameritech.net.

IOCC is the official humanitarian aid agency of the Assembly of Canonical Orthodox Bishops in North and Central America. Since its inception in 1992, this **outstanding** charity has delivered more than \$400 million in **much needed** relief and development programs to **grateful** families and communities in 50 countries. For further information, contact IOCC at (877) 803-IOCC (4622) or relief@iocc.org.

The COCC (<http://www.coccdetroit.com>) is a **venerable** 55-year-old clergy and lay association that represents various canonical Orthodox churches in metropolitan Detroit and sponsors a variety of **outstanding** programs in the areas of worship, fellowship, charity, education and outreach. For further information, contact Mitchell at (313) 204-5103 or rmitc02@ameritech.net.

The **beautiful** Orthodox Choir is composed of volunteer singers from Orthodox parish choirs throughout metropolitan Detroit. In addition to special concerts, the choir sings a **glorious** annual series of Vespers services during the five Sundays of Orthodox Great Lent sponsored by the COCC and served by members of the Orthodox Clergy Brotherhood of St. John Chrysostom of Metropolitan Detroit. For further information, contact Kopistiansky at (313) 366-0677.

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Go easy on adjectives!

Distributing News Releases

- Use personal email to send
- Orthodox
 - Your local media
 - National Orthodox media
- Secular
 - Local daily and weekly newspapers
 - Other local print media
 - Local radio stations (news, cultural, religious)
 - Local television stations in cases of major events
 - (Fax as well as email to news assignment desks of radio and television stations)
- Compile email distribution list of secular media from their websites
- Send directly to key journalists wherever possible, including
 - Religion writers and editors
 - Music and cultural writers and editors
 - Feature editors
 - Newspaper photo departments
- Fax it as well as email (if possible)
- Post to online newspaper calendars
- Follow-up with email messages and/or phone calls in cases of major events
- Forward to other contacts, including
 - Jurisdiction hierarchs
 - Jurisdiction communications officers
 - Parish clergy, fellow parishioners, friends and acquaintances
- Post to parish website

Online Resources

- Publicity Insider.com
 - [Publicity Secrets for Savvy Businesses & Entrepreneurs](#)
- eHow money
 - [How to Write a Basic Press Release](#)
- About.com Nonprofit Charitable Orgs
 - [Sample Press Release for Nonprofit](#)

Contact –for Examples and Advice

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