

Tips on writing News Releases

1. Put the date of the News Release at the top
2. Use the Pathways logo (downloadable within this Communications Resources section). Use our 'growing church bringing hope' logo wherever possible – it's unique to Newcastle Diocese. This is also downloadable in this section.
3. Who What When Where Why How : these are the questions to answer
4. Shorter – as long as it covers the facts – is better
5. Start off with the most important points, with the least important last
6. Include a couple of quotations from people involved
7. Don't use abbreviations unless they are universally known – spell them out at least the first time
8. Don't use churchy language without explaining it for a non-church audience (eg "Eucharist", "narthex", "evangelism" or "campaign" all have little meaning for ordinary people, and suggest that the church is on a different planet)
9. Make sure that you get names and titles etc (and spellings) correct; get someone else to proof read
10. Don't use exclamation marks; don't repeat; don't exaggerate
11. Be clear about what opportunities there are for the media, when they should come...
12. Include links to
 1. your church website(s) / Facebook pages / twitter etc
 2. Newcastle Diocese website: www.newcastle.anglican.org
 3. Words saying 'Follow the Diocese of Newcastle on Facebook for the latest Pathways Mission news and @NclDiocese on Twitter
13. Make sure your contact details are on
14. You can put some background detail (for example, what Pathways Mission is all about) in a "Note to Editors" at the end of the News Release

