



Uniting Church in Australia
SYNOD OF VICTORIA AND TASMANIA

MEDIA RELEASE TEMPLATE FOR CHURCHES

This template is to assist churches wishing to publicise occasions in their local media. Stories can be about an event you are organising, recognition of a long-term volunteer, a church anniversary, a special celebration for a theological occasion like Easter, an award to an individual for their good work in the community, a successful fundraiser and so on. Often the best stories are the ones you may not even think local media would be interested in. We are here to help you create media releases that best appeal to your local journalists.

Please fill in as many fields as possible and return to communications@victas.uca.org.au or post to **Communications Media Releases, 130 Little Collins Street, Melbourne, 3000**. We will compile a media release for you and contact you regarding the best way to send out the media release.

DEADLINES! In general, we need this template sent to us a minimum 4 weeks before your event takes place. This gives us time to write it, return it to you and most importantly, provides the lead time required to send it to media. It is helpful if you have contacted your local media to ask what their editorial deadline is for material. If you are selling tickets for an event you may want an even earlier deadline.

Name of church	
Name of event	
Date of event	
Time of event	
What date are you hoping this will appear in local media?	
Location of event (include as much detail as possible that helps people find the location easily)	

Reason for event eg. to raise money for, to celebrate 50 years of organ playing.....	
What is the event about, what do you do at event, are there specific activities?	
Is there a cost to attend event – if so what is it?	
Do you have to RSVP? Please supply the details for RSVP if Yes and the closing date for RSVP	
Is there a website to visit for more details? Please supply web address if Yes	
How many years has this event been running?	
Can children attend event? Is it family friendly?	
If Yes, are there any children’s activities planned? Please list them.	
Who is the spokesperson for the event? Please name, including their position if applicable.	
If your release is about recognising someone rather than an actual event, please write some notes about why this person or group of people is special.	

<p>Please include a quote from the spokesperson eg. "The church is excited to see this event happening again. We have had a large group of volunteers potting plants of all varieties so that we have a fantastic array of species to purchase at the sale. It will benefit the program we are running for new residents enormously."</p> <p>"Joe Smith has been mowing the lawns in our church grounds as long as I can remember. Rain, hail or shine he has been there to make sure everyone is welcomed by beautiful surrounds when they worship at our church. We are delighted to be holding an afternoon tea to recognise this achievement."</p>	
<p>Can we provide the spokesperson's phone number to local media? If Yes please provide number.</p>	
<p>Is there any other detail about this event that would be helpful to portray in a media release to give added excitement?</p>	
<p>Do you have a suitable photo 1MB or above that could be used as part of this media release? If the photo includes people can you please provide their names left to right with correct spelling. Please send the photo to communications@victas.uca.org.au or post to Communications Media Releases, 130 Little Collins St Melbourne 3000</p>	
<p>Who are your local media? If you know please list.</p>	

