

Sharing Good News with the
Community

COURAGEOUSLY

Living the Gospel

Consider the following as thought starters of what your faith community might share with the local media:

Local faces: the “bread and butter” of local media. A great story about someone from the local community is much more appealing than the same great story about someone from another part of the country. What news can you share that will put local faces into the media?

Milestones, anniversaries: Does your faith community celebrate anniversaries of married couples? Is your faith community itself celebrating an anniversary? Has someone served for 10, 15, 25 or more years? Tell the local media, invite them to the party. If they can't come, send them a photo and caption.

Activities/events: The activities and events that go on at your faith community make up the life of the community. Your faith community festival, art show or guest speaker are all of interest to the local media.

Consider the following as thought starters of what your faith community might share with the local media:

Community service: What is your faith community doing in the way of outreach to the larger community? Do you have a St. Vincent de Paul conference, a food bank, or a clothing drive? Do you volunteer with community organizations like Meals on Wheels? Are you building a Habitat for Humanity house? Has someone in the faith community served in a particular ministry for many years? Often these quiet servants are the essence of the Good News and make a great story for the local media.

Multicultural/Ecumenical: What are the traditions of the many cultural groups that participate in the Catholic faith? Also, how do we reach out to various denominations and faith traditions to build bridges and address issues in our community?

Different Types of Media Releases

Invitation/advance – Invite member of the media to a coming event, such as a church dedication or festival. Also use to announce the event to the public. Ask for this to be published/aired. Be sure to include the target audience and any cost to participate, and any registration information needed. Many media outlets allow you to enter these announcements online. Be sure to send a follow-up invitation if you want the media at your event.

Media Alert – Use this to let the media know you'd like them to cover a coming event, but that you don't want them to release the news in advance. For example: use this when you want to invite the media to participate in a news conference at which your faith community will announce a new program or facility or service that it is providing to the larger community, such as opening (ribbon-cutting?) a child care center, providing (first day of service?) a soup kitchen, etc. At the event, provide the media with printed copies of the important facts, including quotes.

Different Types of Media Releases

News release – Use to report on an event already held or to make an announcement. For example: “New pastor installed” or “School closing due to inclement weather.” Make sure you get it to the media within 24 hours of the event. Stale news isn’t news at all.

News release: feature story – Use this to interest the media in covering a story of broad interest, such as altar server awards, ongoing stories from the soup kitchen, volunteers or employees who go above and beyond or who have served for many years, students who have excelled in competitions, programs or services you offer that are unique, etc.

Community Calendars – Many newspapers, websites, radio and TV stations have community calendars. Include your event information at least four weeks in advance.

How to Promote Your Event /News in the Diocese of St. Petersburg

1. Suggest an Event <http://www.dosp.org/events/>
2. Email a Press Release: tlp@dops.org
3. Bulletin Announcement – Submit to Pastoral Bulletin:
<http://www.dosp.org/pastoralbulletin/pastoral-bulletin-information/>
4. Also sign up to receive Pastoral Bulletin:
<http://www.dosp.org/pastoralbulletin/pastoral-bulletin-information/>
5. Submit to My Spirit FM 90.5: <http://www.spiritfm905.com/Calendar>
6. Purchase advertising on My Spirit FM 90.5 (Special rates for Catholic entities) Email: jamie@myspiritfm.com

**For assistance, contact
Teresa Peterson, tlp@dosp.org
or 727-344-1611.**

The background features a white central area with abstract brushstrokes in blue and yellow. The blue strokes are thick and expressive, while the yellow stroke is a solid, bright shape. The overall composition is dynamic and artistic.

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