

RINGING PRESS RELEASE GUIDELINES

(assembled and adapted from a discussion on the change-ringers list)

The basic format of a good press release is known as the 'inverted pyramid' -

I: An attention-catching headline

II: A very short summary (1-2 sentences) of who, what, when, and where

III: The details including aspects of the event are most likely to interest the readers, brief information about anything special about the event, mention of a photo opportunity if any, contact information for follow-up questions (phone, mobile, e-mail) and the tower website URL if there is one with relevant information.

As preparation for composing a press release, it is recommended that you get to know your local paper:

- When it comes out,
- When it is 'put to bed', and
- Who the local reporter is.

If possible make personal contact with him/her and try to develop a relationship but, at a minimum, address your material directly to him/her. Plan to send your material on the day after the paper is 'put to bed' (but well in advance of your event) when things will be less hectic at the newspaper office. Give them advance warning if you have something big coming up.