

Humboldt Unitarian Universalist Fellowship Media Form

(A.K.A: The “Yes-it’s-a-pain-to-fill-out-but-nobody-will-show-if-they-don’t-know-about-it” form)

TO BE COMPLETED AND SENT TO COMMUNICATIONS COMMITTEE ONE MONTH PRIOR TO THE EVENT.

THE STORY:*

1. In one sentence, explain what is happening (i.e. performance/performer, rummage sale, spaghetti feed, meals for the homeless program, etc.), the time(s), day(s), date(s), place(s) and address(es) – in this order.
2. In sentence form, explain the background information. This varies, depending on the event. If it’s a single performer or group, include their specialty and background. This can come directly from the performer or from their websites, etc. If it’s a benefit spaghetti feed, explain the details of what is being offered and what the proceeds will be used for. Here’s the place that gets to the heart of the matter – that can really convince someone one way or the other to show up and/or get involved in some way. Still, keep it between 25 and 50 words.
3. In sentence form, explain the cost involved for the participants, and when and where it should be paid. Include reservations information, if needed.
4. In case someone wants to get more information, include a contact phone number and e-mail that can be published in local media. This is often the HUUF office number.

THE PHOTOGRAPH

A good photograph helps sell an event. Ideally, it should be a jpg of 300 dpi or larger that can be e-mailed to local media along with the press release. Include a photo credit, if requested by the photographer. Do not just take one off of someone’s website. Always obtain permission, and always ask for a large jpg image (300 dpi). Finally, even though the photo may seem self-explanatory, include caption information: first and last names (for groups of five or less), or for the main subject(s) in the photograph.

PROOFING

E-mail the photo and the story information to communications@huuf.org. After a Communications Committee member prepares the press release, it will be sent back to the group or person who sent it in for proofing. Double-check all facts and the spellings of people’s names and other proper nouns; confirm whether all is correct or whether anything requires corrections/clarifications/additions. The Communications Committee representative will make necessary changes and then send it out to local media.

* An example of a finished story can be found on this website.