

Contacting the Media: Why, how, who, etc.

It's not every day that one of our parish committees or ministries will have reason to send out a news release, but on occasion we host activities or events that may be of interest to the larger community — and when we do, the news releases is one way to alert people to what we're doing.

When should we contact the news media?

- 1) When one or more of our cathedral committees is doing something that might make an interesting news story. Our farmers' market delivers quality, low-cost fresh food to the neighborhood. Our C.R.U.E. youth ministry starts a summer camp program for neighborhood children. A breakfast with Saint Nicholas.
- 2) When we hope to attract visitors. For an organ concert. For a community ecumenical prayer service. For a creche or art display.

What activities do NOT warrant a news release?

- 1) Routine fundraising events.
- 2) Activities of interest only to the parish.
- 3) Activities that are common to all or many parishes.

What should we do if we want to alert the media to a cathedral event?

- 1) Check with the pastor to determine if a releases is appropriate.
- 2) If yes, write up the relevant information: What, where, when, cost, who is involved, who is invited, contact person. Send that material to our communications and evangelization committee which will prepare a formal media release on Cathedral Community letterhead and send it to the proper media outlets. mhare@rochester.rr.com or 585-458-6941
- 3) Make sure the same information is posted on our website, Facebook and Twitter pages.