

PRESS RELEASE GUIDELINES

A press release is an information pool to promote your event. It serves as a one stop resource for the staff and ministry leaders to promote your event in various ways. In order for any event or activity to be considered for placement in the bulletin, First Pulse, website or announcements, the first step is to write a press release with all the vital information.

A brief press release, proof read and publish ready, should be submitted to the email address pressrelease@aurorafirst.org by noon on Monday of each week for inclusion in the next release. The press releases should have all the following components to be considered.

1. **TITLE:** Inviting and descriptive title in all CAPS.
2. **DESCRIPTION:** A brief and inviting description of the nature of the event and its target audience.
3. **VITAL INFO:** Detailed information regarding the cost, important deadlines, time, registration instructions, and departure or arrival time.
4. **CONTACT PERSON:** The NAME, E-MAIL and PHONE number of the key contact for this event.
5. **DEADLINE:** A brief press release, proof read and publish ready, should be submitted to the email address pressrelease@aurorafirst.org by noon on Monday of each week for inclusion in the next release.

The following is an example of a good press release.

FOR MEN ONLY!

Greetings gentlemen! If your son, grandson or nephew were lost in a Christless life, who would help them? Would you want someone else to take an interest in them? Would you hope that someone would pray for them, spend time with them or lead them home on the right path? Now is the time for you to be that someone. Why not give back to an eternal kingdom and help mentor the next generation of young men? If you are not currently involved in ministry on Wednesday evenings, Pastor Roncone would like to invite you to explore the possibilities at a special dinner meeting on Friday, April 8 at 6:30 pm at Tony Roma's restaurant (Ilf & Peoria). That's right, you get a FREE steak dinner! All you have to do is come, enjoy fellowship with Pastor Roncone and hear his heart about why reaching and teaching the boys of our church and community is so important. THERE IS NO COMMITMENT IMPLIED BY ATTENDING THIS INFORMATION MEETING, however, advance reservations are required. Contact Myra Beals at 303-366-2603 or mbeals@aurorafirst.org to reserve your spot!

Please remember that FIRST PULSE is designed to be Pastor's personal communication with the church and your announcement may not always be able to be included at any specific time. It is also important to remember that just because an announcement is turned in DOES NOT mean that it will be made from the pulpit during service times. Pastor has confined each service to announcements that reflect our 10 core values and are focused on the largest group of people. Each week he limits announcements to four (4) items. Two of those are welcoming visitors and offering. That means there are only two per week (or eight a month) to serve all the ministries of Aurora First. **The ones that are delivered with a creative plan, reflect the values of the church and apply to the largest group of people are usually given priority.**

Thank you,

Pastor Zac Wilkinson
Associate Pastor