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| **What would your headline be?**  Think like a newspaper - WHO DID WHAT?  e.g. *"Sally sets new record"*  *"Jindivick community celebrates Easter at Cricket Ground."* |  |
| **What is your Call To Action?**  What action do you want the audience to take after receiving your news? Maybe:   * Call (provide details) * Register (how) * Read more information (where do they get that? Maybe the full story or pictures are published on your website?) * Donate time or resources, etc. (how do they connect to the need?) * Attend (provide details) * Give feedback (how) * Etc... |  |
| **What is the main thing that happened/or is yet to happen?**  In one sentence. |  |
| **What else do you need people to know about this news?**  Up to three. | * 1 * 2 * 3 |
| **Have you got a picture?**  We’d love to see it!  Remember to ask for permission to use the photo for media, and to gather the first- and surnames of people in the photo. | Upload |
| **Who is involved?**  List any individuals or groups or businesses or communities involved in the story. ***TIP***: *Remember hashtags and @handles when using social media.* |  |
| **Where do they go for more information?**  ***TIP****: Driving people to click to your website is a really good idea. This is where they will be more immersed in your churches culture and what's happening.* |  |

EXAMPLE

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| **What would your headline be?**  Think like a newspaper - WHO DID WHAT?  e.g. *"Sally sets new record"*  *"Jindivick community celebrates Easter at Cricket Ground."* | Drouin Attempts Guinness World Record |
| **What is your Call To Action?**  What action do you want the audience to take after receiving your news? Maybe:   * Call (provide details) * Register (how) * Read more information (where do they get that? Maybe the full story or pictures are published on your website?) * Donate time or resources, etc. (how do they connect to the need?) * Attend (provide details) * Give feedback (how) * Etc... | Event organisers are inviting people to register to participate in the world record attempt, happening on [date]. |
| **What is the main thing that happened/or is yet to happen?**  In one sentence. | People of Drouin and surrounds are attempting to set a new world record in April 2022 for the “most number of people to roll down a hill in one hour”. |
| **What else do you need people to know about this news?**  Up to three. | * Family-friendly * Children can participate too * free |
| **Have you got a picture?**  We’d love to see it!  Remember to ask for permission to use the photo for media, and to gather the first- and surnames of people in the photo. | (Microsoft 365 stock image) |
| **Who is involved?**  List any individuals or groups or businesses or communities involved in the story. ***TIP***: *Remember hashtags and @handles when using social media.* | * Parish of Drouin * Local community sponsors * Local primary schools * Local secondary schools * Local media |
| **Where do they go for more information?**  ***TIP****: Driving people to click to your website is a really good idea. This is where they will be more immersed in your churches culture and what's happening.*  *A name and contact number might also be suitable.* | Visit website for details on how to register. [www.website.com](http://www.website.com) or call Libby on 0123 123 123 |