

**The Press Release** is the primary tool for gaining access to the media. It offers news in a format that is readily used by a newspaper, magazine or broadcasting station. It also offers something that often spurs the media to call back and do a larger story.

Even if they are not used, even if a particular event receives no publicity, press releases over time gradually serve to educate journalists about your existence and activities. As well, they often lead to stories in the future; sometimes journalists will put them aside for another time and/or use quotes or elements from them in another, more general story, about religious events, etc.

**ONE COUNTRY**  
The newsletter of the Bahá'í International Community  
866 United Nations Plaza, Suite 120  
New York, NY 10017

**PRESS RELEASE**  
For immediate release  
Release date: 26 March 2004  
For more information, contact: Brad Pokorny, 212-803-2500; mobile: 603-867-6676

**ONE COUNTRY wins Award of Excellence from Religious Communicators Council**

**BIRMINGHAM, Alabama** — ONE COUNTRY, the newsletter of the Bahá'í International Community, received an Award of Excellence from the Religion Communicators Council (RCC) at ceremonies here on 26 March 2004.

The award, in the newspaper features category, was given for a story titled "In Vanuatu, a proving ground for coconut oil as alternative fuel," which was published in the April-June 2003 issue.

"We are gratified to be recognized by our colleagues in this way," said Brad Pokorny, editor of ONE COUNTRY. "So often, as editors and reporters, we toil away without knowing whether our words are being well received."

The awards, known as the DeRose-Hinkhouse awards, were presented at the Council's annual convention, held this year in Birmingham.

The awards recognize the achievements of RCC members who demonstrate excellence in their fields. Entries in various categories are judged by peers in local chapters across the country. The awards honor the late Victor DeRose and Paul M. Hinkhouse, leading lithographers in New York City.

"These awards validate the imagination and originality so plentiful in our RCC family," said Ronald T. Glusenkamp, chair of the DeRose-Hinkhouse awards and vice president of customer outreach for the Evangelical Lutheran Church of America Board of Pension in Minneapolis. "They demonstrate the high quality of work that institutions receive from our RCC members."

The award-winning story tells of the efforts of Tony Deamer, a Bahá'í on the South Pacific island of Vanuatu, to invent and promote a new technology that makes it feasible to operate diesel automobiles on coconut oil instead of petroleum, which will help protect the environment.

- end -

**Use your organization's letterhead whenever possible**

**Identify it as a press release, indicate when the release is dated and when it can be used**

**Always provide a person to contact and include work and after-hours phone numbers**

**The dateline tells what city the event takes place in**

**Headlines should be boldface, short and catchy**

**The first paragraph summarizes the five "W"s -- who, what, where, when, and why**

**The second paragraph should add detail and explanation**

**The use of quotations from real people gives the release life and makes it more engaging**

**Somewhere in the release it should explain why this news is important, perhaps through a quote**

**Other paragraphs flesh out the "W"s — giving more on why, what or how**

**It is standard procedure to indicate the end of the release**