

- Be available once you have sent out a press release. You will have blown an opportunity now – and maybe next time as well – if you aren’t available to answer questions or take advantage of something the media may wish to expand on.
- Don’t feel defeated if your first media release doesn’t create interest. Continue to send releases. If nothing else, your local media will know you exist. Who can predict when that might turn to your advantage?
- Proofread everything that goes out. NO MISTAKES!

- Adding -30- at the very bottom of your release signifies the end of the release to media. You can then add “photo included,” or other pertinent information to the release that you have not already stated.

Below is a sample form that will work for many items of news about your product or business. You will want to add paragraphs to flesh out the story angle for the media. If they want more, they will contact you. Your media contact list does not have to be lengthy or detailed. However, it needs to be accurate and give contact information if the media wish to pursue it further.

Outline of a Press Release

(Your company letterhead or stationary)

PRESS RELEASE

For release _____
(date)

For further information, contact _____
(name, phone, fax, email)

_____ has announced _____
(city, state, your company name) (what event, product, change, creation)

The _____ will involve _____
(action) (number of people, companies, etc.)

(list any pertinent information such as national or community statistics, recent quotes, a quote from a local politician, etc.)

Insert additional paragraphs as needed to describe the product or newsworthy item, quotes from the CEO, contacts for purchase or additional information and anything else deemed necessary.

-30-

** Reprinted with permission from the Ag Marketing Resource Center, Iowa State University Extension.*

... and justice for all

The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, and marital or family status. (Not all prohibited bases apply to all programs.) Many materials can be made available in alternative formats for ADA clients. To file a complaint of discrimination, write USDA, Office of

Civil Rights, Room 326-W, Whitten Building, 14th and Independence Avenue, SW, Washington, DC 20250-9410 or call 202-720-5964.

Issued in furtherance of Cooperative Extension work, Acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture. Jack M. Payne, director, Cooperative Extension Service, Iowa State University of Science and Technology, Ames, Iowa.
