

Tips for Writing Press Releases

- Do not use personal pronouns. Refer to your club by name on the first reference. On future references, do not use “we” or “they,” refer to yourselves as “the club”
Example: first line – “The Windy Ridge 4-H Club met on March 3, 2007. Before the meeting, the recreation leader led games and songs with the club and talked about the upcoming 4-H camp. The club has decided to participate in the American Cancer Society Daisy Sale.”
- Always put a date the beginning of the release. End the release with 3 number signs (#).
- Be sure to highlight events/activities you club is participating in, especially if they are fundraisers or community service events that will collect money for a special cause.
- Make every word count in your release. Be concise and clear.
- If you include a quote, structure it with quote first, followed by “said” and the name of the person. Example: “‘The club is very proud of its members who placed in this month’s project judging and contest day,’ said Adviser Mary Smith.”
- Practice good grammar. Your release is more likely to be published if it is well written.
- Do not use abbreviations and acronyms. Some people may not understand what the abbreviation stands for, so avoid it all together!
- Do not include financial information in your press release, financial records of the club are for club members only. The only exception would be if the club raises and donates money to a special cause. A great achievement like this should be celebrated by your community.
- Keep paragraphs short.
- Always try your best to keep your press release to only ONE PAGE. Newspapers receive hundreds of press releases every day, and it is more likely they will lose your release if it is longer than a page.
- Include contact information on the bottom of the page where a reporter can call with questions (probably and adviser), after your ending number signs (#).
- If space allows, you should include a paragraph at the end of your release that tells some basic information about your club. For example: “The Buckeye Clover 4-H Club meets on the third Wednesday of each month at 7:30 p.m. in the Upper Arlington Fire Hall. Anyone interested in joining 4-H is encouraged to attend a meeting or contact the county Extension office to find a club in their area.”
- Always include date, place and time of your next meeting so those interested can attend.
- Do not rely on spell-check. Always read your press release before sending it out, and have someone else proof read it for you.
- If your club wins a special award, does an outstanding job with community service or anything else special, don’t hesitate to write up a special press release announcing your accomplishments.
- A press release should not be a copy of the minutes, only highlights of the meeting should be in your press release.
- Always title your release.

SAMPLE RELEASE

The Windy Ridge 4-H Club•Press Release

Club to Hold Bake Sale at local Memorial Day Picnic

May 5, 2007 – The third meeting of the Windy Ridge 4-H Club was called to order on May 3, 2007 at the Harrisville Firehall.

During officer reports, Treasurer Joanne Johns reported that the cookie dough sale fundraiser was a huge success. Health and Safety Officer Tom Logan gave a report on the importance of wearing sunscreen during summer activities, such as the fair.

The members decided to take part in the area Memorial Day Parades at the end of this month in Mt. Pleasant and Harrisville. Members should report for lineup at 10:00 a.m. in Harrisville and 1 p.m. in Mt. Pleasant. The community is invited to the bake sale that members will be holding after the parade in Mt. Pleasant at the town picnic.

All 4-Hers are reminded that next Saturday is county weigh-in for market animals at the fairgrounds. Exhibitors must report to the fairgrounds between the hours of 9 a.m. and noon to have their animal weighed and tagged. Exhibitors who fail to attend will not be permitted to show their livestock at the fair. Get there early to avoid the rush!

Last, the club accepted a certificate from the Dillonvale Lion's Club honoring the members for their work collecting eyeglasses for the annual drive. Over 400 pairs of glasses were collected from the local communities by the members to be given to others who cannot afford them. Congratulations and thanks to all the members that participated in this community service activity.

The meeting was adjourned and Tim Green, recreation leader, led team-building games with the members. Cloverbuds and their advisor learned how to make salt dough and refreshments were served. The next meeting of the club will be held on June 7, 2007 at 7:30 p.m in the Harrisville Fire Hall.

The Windy Ridge 4-H Club holds meetings on the first Thursday of each month at the Harrisville Fire Hall. Those interested in becoming a 4-H member are invited to attend a meeting or call the county OSU Extension office to find club in their area.

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For additional information or questions, please contact Advisor Diane Hart at 555-555-5555