

Submitting Your Press Releases

With National Emu Week (N.E.W.) getting closer, it is time to concentrate on submitting the N.E.W. press releases both before and after N.E.W.

During the past several months several fill-in-the-blanks press releases have been (or will be) sent. These are a few of the fill-in-the-blank press releases that (have been/will be) posted. If you need something else, let me know.

N.E.W. Announced
N.E.W. Proclamation Signed (2)
Farm Tours
N.E.W. Celebration / Open House
Students Visit Emu Farm
Nursing Home Visit
School Hatching
State N.E.W. Events lead-in (to list events happening in your state or region)
Membership Meetings
State Elections

Keep the fill-in-the-blank press releases to use as you need them. If you update the dates, these can be used in following years.

Following is a refresher on submitting press releases to your local newspapers.

SUBMISSION GUIDELINES FOR PRESS RELEASES

Whether you are writing your own press release or submitting one that AEA has made available, there are guidelines that should be followed when submitting them to your local newspaper.

All AEA press releases should be re-done as follows:

** Type and double-space the press release on a single side of a clean sheet of paper.

NOTE: E-mailed press releases (in the body of an e-mail) should NOT be double spaced.

** Do not use fancy fonts, stick to **Arial** or **Times New Roman**.

** For Font size, stick to **Font size 12 for Times New Roman** or **10 for Arial**.

** **AVOID special features** such as italicized, bold or under-lined except in the sub-heading. This is not to say it cannot be used at all, but there should be a very good reason for it.

Submission:

** Send press releases announcing an event **2 weeks in advance** for newspapers. Weekly newspapers and Farm Magazines will require longer, check with the publication for deadlines.

** Include a **release date** in the upper right or left corner, telling when the information in the release can be released to the public. If it can be released right away, put "FOR IMMEDIATE RELEASE".

** Include the press **"Contact Person" information** - name, affiliation and phone number - in the upper corner of the first page of the release. The contact should be a person capable of answering questions about the event, not necessarily the name of the person who prepared the release. Include the public contact person at the end of the release.

** Include **first and last names** of the people mentioned in the release when first mentioned.

** If you **print or attach** your release, make sure you include at the top of the release, the total number of pages (including cover page, if any) and the name and/or title of the person to whom it should be delivered.

** Somewhere at the top of the release, include the **date the release was submitted**.

** If **delivering the release by hand**, put it in an envelope, addressed to the desired editor, so it will not get lost.

** If **mailing the release**, make sure the envelope is labeled "Attention: Specific Editor".

** If **e-mailing the press release**, send both as an attached word document and in the body of the e-mail.

** It is always a good practice to **follow up** the submission with a phone call to the intended recipient, verifying delivery.

** If a name has an unusual spelling (such as Windie instead of Wendy) use the notation **(OK)** or **(CO)** after it to indicate the unusual spelling is correct.

Photos - Particularly for smaller newspapers, the offer of a **professional quality photograph** is welcome.

** Newspapers generally prefer photos to be a **minimum of 5"x7"**.

** Scanned photos should be at **700dpi**.

** **Caption material, including names from left to right**, should be typewritten on a separate sheet of paper and taped to the bottom of the photo or, if picture is attached, caption should be typed as: **description of picture with names**, inserted **before the title of the article**.

** **Do NOT write** on the back of the photograph.

** If you want your **picture(s) returned**, include a stamped, self-addressed envelope.

** When taking pictures, **keep** the shot **uncluttered**. **Group shots** are **great** but, **action shots** are **better**.

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