

Cheat Sheet to Use with Reporter

Reporters/editors don't have time to sit around and read a novel about your news/event or why you are/why you should be in the news.

- * Be to the point and specific.

- * Put the bottom line up front.

- * Use the "inverted pyramid". The main meat of the story goes in the first paragraph...you know...(who, what, when, where, why). The remaining details follow in descending order of importance.

Rehearse the story you want to tell

// You must acknowledge that, like every time a new product or market is introduced in this country, Americans lean toward the extreme before the pendulum swings back into the rational market area. The **emu industry has survived this initial cyclical "overkill" and is now in the rational zone where those who remain are serious emu farmers...**and then go on to substantiate this.

// In the emu industry's short history, the majority of publicity we originally received was about the booming early breeder market in the early 90s, the subsequent 'crash', and numerous 'escapee' emus. **Farmers in today's emu industry are fully committed to seeing emu oil and meat be recognized for the benefits they offer to mankind.** (Bring up specific examples of product companies that utilize the products of the emu)

// Emphasize the **American Emu Industry is alive and well** and thriving in the new millennium. The emu industry has thousands of emu producers across America.

// In 1995, there were less than 100 emu oil products and 25 companies making emu products. Today, there are many emu oil products and thousands of companies manufacturing, distributing, and selling these products. In the beginning, emu oil was sold occasionally from an emu rancher's home. **Today emu oil is found in department stores, pharmacies and health food stores** across the U.S. and in numerous foreign countries.

// The main products of the emu are - the **meat** - a low fat, highly nutritious, red meat; the **fat** which is refined into a safe and stable oil; the **hide** - which is made into beautiful leather products and the **feathers**.

Emus are not a one product or even a two product livestock. There are at least four valuable products that they produce.

// **State affiliate contacts may be reached via the AEA Website, www.aea-emu.org**, where address, telephone and email contact information is provided.

// The **American Heart Association has added emu meat to its list of healthy, lean meats recommended** for patients who have experienced heart attacks and/or bypass surgery.

// Because of its high protein content and low fat, **emu meat is also being recommended by Barry Sears, Ph.D.**, author of "The Zone", a popular diet book and additional books on this subject.

// Just like any family's history, there are glitches everywhere. The trick is to acknowledge the glitch and then move on -- emu farmers are the same. They can remember the early days and the too-good-to-be-true stories. Some focused on those too long and are no longer in the business. **Those who remain have their game plan well in hand and are beginning to enjoy prosperity** -- but, like any new industry -- every inch of the road is hard-fought and while most are

traveling on smoother terrain, there will continue to be glitches and rough roads -- like any business, and one based in agriculture finds the road even harder at times.

// The **American Emu Association represents an alternative agriculture industry**, dominated by the small farmer, devoted to humane and environmentally positive practices that produce beneficial products for society. Emus are raised on feed formulated to optimize growth and with ample room to grow.

When the bird is processed, the low-fat, mildly flavored red meat is sold to health conscious consumers; the layer of fat is removed and refined into a safe and stable oil, used in health and cosmetic products; emu leather is crafted into beautiful goods; and emu feathers are used by crafters, hair stylists, florists and in the automotive industry to dust vehicles before they are painted.

// Try to **list other things** that you can work into your comments, if possible, to help generate sales.

Here are some of the top motivation triggers that make people buy:

**** What's in it for THEM ???? Appeal to why they need the product.**

**** People want to look better.** They may want to lose weight, tone their body, or improve their facial features. This will make them feel more attractive.

**** People want to learn something new.** They may want to learn how to change their car oil or build a deck, or learn something new about emu oil or emu meat - this will make them feel more intelligent.

**** People want to live longer.** They may want to get in shape, eat better or gain extra energy. This will make them feel healthier - and emu products can help.

**** People want to be comfortable.** They may want to relieve aches and pains or want to sleep in a more comfortable bed. This will make them feel relieved. They want to know how emu oil can help.

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