





## When to Write a Press Release

Start writing! Your club should take every opportunity you have to write a press release. Releases are typically written after an event has taken place. This ensures a full and factual story. Below are some ideas of how your club could utilize your involvement in the community to raise awareness to your club.

### *Fundraising Event*

A community has to stick together in hard times. Your club's Benefit Dance for a local family in need not only raised significant funds, but the press release you send out directing the community to an account at the local bank will extend your efforts.

### *Youth Project*

Your last club Farm Safety Day provided mentoring responsibility to local children and youth. Raising farm safety awareness never ends – write a release about your new showcase demonstration.

### *Community Betterment Project*

You can write about the success of your club's recent Battery Drive, and your plans to donate the funds raised to a current local community project or charity.

## Remember

- Keep editor contacts on file for future reference.
- Keep your emails personal, not generic.
- If emailed, the subject of the email should be the press release title.

## Images in a Press Release

- Pictures often speak louder than words, so in the case of your press release, it is a great idea to take advantage of this.
- As your club is taking pictures during your event for your affiliation and club scrapbook, think about taking an effective picture to use for the press release.
- Take advantage of members with photography skills to take a relevant, eye catching, balanced picture.
- Be sure to include a caption with your picture – especially people's names.

# The Anatomy of Your Press Release

## 1. Company Letterhead:

- Professional releases include an organization letter head.
- Use your club's own letter head, or send the finished press release to [info@ifao.on.ca](mailto:info@ifao.on.ca) or [marketing@ifao.on.ca](mailto:marketing@ifao.on.ca) to get it put on JFAO letterhead.

## 2. Headline/Subtitle:

- Should be typed in bold, center aligned, and first word capitalized. Do not capitalize every word.
- Should tell the story in brief - Extract key words to form a logical and attention getting statement.
- Keep it short, catchy and to the point.

## 3. First Paragraph:

- Start with the date and city.
- Start with a bang. The first couple sentences should depict exactly what is happening. The rest of the release will elaborate on this first piece.
- Try to get all the crucial information in the opening paragraph - including who, what, when, where, why/how.

## 4. Body Paragraphs:

- Make your points in order of importance.
- Give the reader the full picture, but avoid long sentences and paragraphs.
- Spell out the facts and give statistics.

## 5. Quotes:

- Humanize your story with a quote.
- Include a direct quote from the most relevant person involved.
- Keep the quote brief, providing an overview of the event.
- Be sure to always get the person's approval before using their quote.
- Include their full name and job title/position.

## General format for a Press Release

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1. Company Letterhead
2. Title/Subtitle
3. First Paragraph
4. Body Paragraphs
5. Quotes
6. Marketing Hook
7. About JFAO
8. Contact Information
9. Footer

### **6. Marketing Hook:**

- This is your opportunity to direct the reader or editor.
- Include a direct URL to your website, an upcoming event, or a promotion. Embedded links can get lost in translation.

### **7. About JFAO**

- This is your opportunity to tell the public what JFAO or your club is all about.
- Note the key features like title, founding information, mission statement, and successes.

JFAO provides opportunities for young people age 15-29 of all backgrounds, but especially those in rural Ontario, to take on the challenge of exploring their individual talents and potential to develop personally while being involved in bettering their communities, networking, and having fun. JFAO's mission is "To Build Future Rural Leaders Through Self-Help and Community Betterment."

### **8. Contact:**

- Give names and telephone numbers of people a journalist can contact for further information.

### **9. Footer:**

- End your press release by typing -30- centred at the bottom.
- Insert the official JFAO footer.

# Sample Press Release



## Press Release

FOR IMMEDIATE RELEASE

### Investigating young farmer barriers

Guelph, ON, June 21, 2012: The Junior Farmers' Association of Ontario (JFAO) recently received funding to lead and execute and investigating into the entrant barriers young farmers in Ontario might face when trying to enter the agricultural industry.

The purpose of this project is to identify what resources/assistance are needed to help these young agriculturalists overcome the hurdles and inhibitors they face while trying to pursue farm ownership.

Two focuses of this project include: 1) what hurdles and/or inhibitors young farmers have regarding entry; 2) identifying the hurdles overcome by those that have been farming for 5 years or less and how they achieved success when faced with these challenges.

In order to identify these hurdles and inhibitors, the Junior Farmers' Association of Ontario is looking for agriculturalists that have been farming for 5 years or less, as well as those looking to enter the industry. These people would take part in in-person question and answer sessions that will take place across the province.

JFAO provides opportunities for young people age 15-29 of all backgrounds, but especially those in rural Ontario. Members take on the challenge of exploring their individual talents and potential to develop personally while being involved in bettering their communities, networking, and having fun. JFAO's mission is "To Build Future Rural Leaders Through Self-Help and Community Betterment". JFAO would also like to extend appreciation to our Diamond Sponsors: The Canadian International Farm Show, the Dairy Farmers of Ontario, North Waterloo Farmers Mutual Insurance Company, the Ontario Federation of Agriculture, TSC Stores, and Scotiabank.

If you are interested in being a participant or would like more information, please contact Jessica Burgess, JFAO Executive Director of Agricultural Programs at [agprograms@jfao.on.ca](mailto:agprograms@jfao.on.ca).

Investment in this project has been provided by Agriculture and Agri-Food Canada through the Canadian Agricultural Adaptation Program (CAAP). In Ontario, this program is delivered by the Agricultural Adaptation Council. JFAO would also like to recognize [FarmStart](http://FarmStart.com) as a major supporter of this initiative.

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Agriculture and Agri-Food Canada | Agriculture et Agroalimentaire Canada |

Junior Farmers' Association of Ontario  
"To build future rural leaders through self-help and community betterment"  
100 Stone Rd. W. Suite 206, Guelph, ON. N1G 5L3 | [www.jfao.on.ca](http://www.jfao.on.ca) | 519-780-JFAO | [info@jfao.on.ca](mailto:info@jfao.on.ca)

## 1. Company Letterhead

Keep it official.

## 2. Title/Subtitle

Short, catchy and to the point.

## 3. First Paragraph

Start with a bang.

## 4. Body Paragraphs

Give the full picture.

## 5. Quotes

Humanize the story.

## 6. Marketing Hook

Direct the reader.

## 7. About JFAO

Informative information.

## 8. Contact Information

For future reference.

## 9. Footer

Logos and official footer.

## Junior Farmers' Association of Ontario

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100 Stone Rd W,  
Suite 206  
Guelph, ON, N1G 5L3

P: 519-780-5326

F: 519-821-8810

E: info@jfao.on.ca

W: jfao.on.ca



*"To Build Future Rural  
Leaders Through  
Self Help and Community  
Betterment"*

**If you have any  
questions about press  
releases or would like  
your release proof  
read, please email the  
Executive Director of  
Marketing at  
marketing@jfao.on.ca**

## Proof Read

At the risk of sounding like your grade seven teacher, proof read, proof read, proof read! The less work the piece needs, the more likely an editor will publish your press release. Have a fellow member read over the release looking for grammar and structural errors.

## Following Up on the Release

After emailing the press release, be sure to follow up with your media contacts via phone. If you know the deadline, be sure to send the release within enough time to follow up on your email. This ensures that the editor received your press release.

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## Don't Forget the Details

**Title** - Make sure it's concise, enticing and gives a good overview of your story.

**Grammatical person** – Write the story like a news article – in third person.

**Proper punctuation** – Make it easy for the editor to publish your release. Minimize the exclamation marks.

**Make the most of your quote** – Make the most of your quotes to relay strong key messages.

**Ease up on the CAPS** – Using CAPS to emphasize a point bugs journalists.

**Short isn't always sweet** - Keep it short, but be sure to provide the full story.

**Professional, not promotional** - Read it through. Keep it objective with no advertisements.