



# Writing a headline grabbing press release

Below is a template for writing your own press release to promote your new CSA project, a public meeting, promotion event, etc with some guidance on what to include and some top tips:

## MEDIA RELEASE

### FOR IMMEDIATE RELEASE:

**HEADLINE** (this is what will be displayed so make it something really interesting to instantly engage the journalist and encourage them to read the whole release)

Include City, County, Date

### MEDIA RELEASE SUMMARY

(Try to include all the important information including all the whys, how's, where's and what's.)

Include info on the event being planned, what its about, what the aims are, who should come, the venue, the time etc.

### MAIN BODY TEXT

Here you can talk in more detail about your plans for a CSA, what it could mean to the people that get involved, and the community, the benefits of CSA, how the farmer will benefit, could put it into context of peak oil & climate change etc.

Include a QUOTE from someone involved, who can say something inspiring and positive which will encourage others to get involved.

### CONTACT:

Contact person / Project name and location / Telephone number / Email / Website

### TOP TIPS

- Keep it to one side of A4 only.
- Can use bullet points to make it very clear and easy to read.
- Include lots of space on the page – don't fill a whole page with text, its too much information and overwhelming for reader.
- Find the personal angle of the story.
- Include a photo if you have one – pictures speak volumes

- If you're emailing your press release to lots of different papers/radio stations etc, ensure you put the email addresses in the bcc box NOT in the to box then the recipients will think they are the only person you're writing to rather than thinking that you're doing blanket coverage in which case they'll probably drop it as they are often looking for exclusive stories
- Research the journalists covering food, farming and community in your local newspapers and radio.
- Start getting to know your local journalists, invite them to get personally involved if you like and visit the farm, ask for their advice too. Thank journalists when they include your article they're more likely to write about you again!
- Remember you don't need to dress up as a chicken to get the attention of the press! This type of story will really appeal to journalists because it's positive, it's topical and has a range of angles in terms of community, health, rural affairs, farming, food etc.