

# PRESS RELEASES IN 6 EASY STEPS

Journalists want—and need—to know why your story is newsworthy. Personalizing the RTC press releases enclosed will help create a compelling and local/statewide story. Try writing one to two succinct sentences for each step below to add to your personalized press release.

## **STEP 1:**

Describe your operations using “action-oriented” and active verbs like “transformed, restored, spearheaded.”

Sample: ABC Farm, owned by a third generation farming family of John and Mary Jones is located on 330 acres of the Cheyenne Valley. They’ve spearheaded a local land conservation movement through their pastured bison and poultry operation.

## **STEP 2:**

Highlight and quantify, when possible, the contributions your farm operations have made to your community, neighboring farms, or quality and health of the air, water, soil. Feature the innovative strategies which have made your operations successful.

Sample: As a result of ABC Farm’s initiatives, adjacent ranchers on over 1,000 combined acres have adopted John and Mary’s pasture-raised livestock model.

## **STEP 3:**

Explain how your operation benefits the community.

Sample: As a result, the Spring River that flows through the county now flows clear again and supports an abundant population of native fish.

## **STEP 4:**

Mention any awards or other noteworthy accomplishments.

Sample: For their conservation work and adoption of pastured livestock, ABC Farm received the state’s Distinguished Rancher Award in November, 2004.

## **STEP 5:**

Often times, the press will need to numerically quantify your success. Try and offer powerful numbers which might help sell the news worthiness of diversified, sustainable (or organic), and/or family-scale agriculture.

Sample: Just 10 years after changing their operations from confinement-based operations to pasture-raised, ABC Farm’s customer base has grown over 25 percent and profits soared over 50 percent as a result of the premium prices paid by customers who preferred the higher quality meat products.

## **STEP 6:**

Include quotes and testimonials about your quality product (or services).

Sample: “I’ve never tasted a more delicious chicken than those I’ve purchased from ABC Farm,” says Chef Peter Poullion, of the nationally-recognized Farm Fresh Restaurant.

## **TIP**

Draft text for numerous press releases can be downloaded from the website:  
[www.renewingthecountryside.org/toolkits](http://www.renewingthecountryside.org/toolkits)