

1. **ONE MONTH BEFORE EVENT:** Project Coordinator (or assigned committee member) fills out a Press Release (template below).
2. Project Coordinator approves Press Release and sends document with any photos to Education Committee representative (Jan Even in 2020: even.jan@gmail.com)
3. Jan checks that Press Release is complete and confirms accuracy of
 - a. names and organization titles
 - b. phone numbers
 - c. email addresses
 - d. website links
4. Jan sends approved Press Release to Horticulture Agent, copying correspondence to original Project Coordinator.
5. Once approved by Horticulture Agent, the Press Release is sent to the Extension Secretary to be sent out on OSU Extension letterhead to the media list.

Updated 1/1/2018

Press Release...for immediate release

Oregon State University Extension Service

OSU Extension Service, Deschutes County
3800 SW Airport Way, Bldg #4
Redmond, OR 97756
Phone: 541-548-6088
Fax: 541-548-8919

<http://extension.oregonstate.edu/deschutes>

News Release Information

Contact: First Name, Last Name, Master Gardener

Phone: If you do not want your personal phone number published, insert “(for media inquiries only)” after your personal number and also list the alternate public phone number, i.e., the Extension Service Office number. If you are going to list the extension office as the public phone number contact, advise the office staff that you are doing so and provide them a copy of the press release so they have the full details about the event.

E-mail:

What: The Central Oregon chapter of OSU Master Gardeners™. ... Describe your event or class here. Note that COMGA must be referred to as above with the trademark symbol on the first reference. Afterwards can be just OSU Master Gardeners. To make trademark symbol in Word 2003-2007, go to Insert menu > symbols and click special characters tab, then select trademark (or copy and paste from this page). If there is anything attendees need to bring, note it. If it will be outdoors, make that clear so they can dress for the weather. If reservations are required, describe how to make them.

Date: Day of week, Month, Date

Time: Start time and end time

Location: Building name if any, Street address, City. Always include street address, i.e. do not say just say Hollinshead Park.

Cost: ‘Free’ or describe cost fully. For example, maybe there is a cost for adults and children under what age are free or a different price. If tickets are required, describe where and when they can be purchased. Include the street address of each purchase location.

Photo Caption (filename of photo): If you can include one or more photos, do so! If the photo is not one taken by a COMGA member, make sure it is in the public domain before using it, or get permission to use it. All works produced by an employee of the federal government are public domain. Assume everything else is copyrighted. If you want to use a photo from the OSU web site or publication, ask Amy Jo. If it has a photographer credit, include that credit. If you have more than one photo, write a separate caption for each.