

Press Release Best Practices

Grangers in Oregon have a long history of not tooting our own horn. If we want to attract new members, we need to publicize our events, community service projects, and positions on issues. The *Grange Communication Handbook*, which you can download from www.orgrange.org/state_national.htm, is an excellent resource. For information on press releases, see pages 29-33.

These best practices are the highlights and tailored to Oregon.

- What is newsworthy? Most organizations have fundraisers. What sets yours apart? Emphasize why you are raising money, how many you serve, how many years you have held the event, how many have benefited.
- Make the subject of your email specific. Reporters receive hundreds of emails daily so "Press Release" will be deleted. The subject can be ten words including community, date, and local angle.
- Be sure to include your event's title, Grange name, date, time, exact address, and cost. Label the Who, What, When, Where, and Why.
- Include your contact info and indicate whether you want it to be published.
- Unless you know how a reporter prefers to receive press releases, include every format: paste text in the body of the email, attach your Word document, a PDF file, and include a link to your website.
- Send multiple versions of your high-resolution photo (original, cropped, landscape, portrait); let them decide which will work best.
- Conclude your press release with this Oregon State Grange boilerplate:

Since 1873, the Oregon State Grange has been a grassroots, non-partisan advocate for agriculture, rural issues, and American values. Community Granges across the state serve local needs by volunteering countless hours and making their hall the social center of the community. The Oregon State Grange is a part of a nationwide nonprofit fraternal organization with programs for family members of all ages. For more information, visit our website at www.orgrange.org.

- When to submit:
 - Two weeks prior to the event for the Pamplin Media Group (Beaverton, Canby, Clackamas, Columbia County, Estacada, Forest Grove, Gresham, Hillsboro, King City, Lake Oswego, Madras, Milwaukie, Molalla, Newberg, Oregon City, Portland Tribune, Prineville, Sandy, Sellwood, Sherwood, Tigard, Tualatin, West Linn, Wilsonville, & Woodburn).
 - Anytime if writing a blog on OregonLive. Go to OregonLive, click Local and select your community, scroll down to "My *community-name* Blog." When you register be sure to use your real name and Grange. Write 250-300 words. You can submit a photo with caption. You cannot edit your post but you can re-post it. Then link your post to your website and Facebook page.
- Call once to follow up.