

Don't Give Up on Press Releases !

I have been told numerous times, *"My area newspapers won't print anything about emus. I sent them a press release and they never printed it. Why should I bother sending them anymore?"*

"WHATEVER YOU DO, DON'T GIVE UP !"

Yesterday, I spent several hours e-mailing 35 individual press releases to state and area newspapers, websites, radio stations and TV stations. I already had e-mail addresses for some of the local media on my computer. Others, I submitted through their websites in the news submission or contact us pages. Sometimes you can just call the newspaper and ask for an e-mail address to submit agricultural (or consumer) related news. I have been sending press releases to state and area newspapers since 1997. I have now expanded to local TV and radio stations, too, which, eventually, got me several interviews.

Almost all of the first press releases I submitted were NEVER printed. After several years, newspapers slowly started to call to ask questions and eventually printed stories about our farm and the novelty of these strange birds. It wasn't until the first National Emu Week (then called Emu Awareness Week in 1999) that the emu industry in Wisconsin started to be shown some respect as an agricultural commodity. Without the several years spent building a foundation by submitting press releases, promoting N.E.W. could not have been done quite so quickly. The fact that the governor had declared the first full week of May as National Emu Week was a big asset.

We still have newspapers that refuse to print emu related press releases but, I continued to send the press releases to them each time they are available. Even those newspapers sit up and take notice when an emu story comes across their desk from the Associated Press (AP). Over the years, several articles about our farm have been picked up by the AP along with various N.E.W. press releases.

And, don't forget to submit "event" press releases to your area newspapers and radio stations, local chamber of commerce, county tourism bureau and your state tourism bureau to be included on their hardcopy and website "Calendar of Events".

The bottom line is:

DON'T GIVE UP AND DON'T GET DISCOURAGED!

It's not costing you anything to submit press releases except your time and it's possible that you might be pleasantly surprised.

And, once a press release IS printed, don't forget to place a link to the article on your social media pages like Facebook.

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Possible Press Release Topics

January is "Emu Meat Month"

- * Emu Chili or Stews for Cold Winter Weather
- * Emu Oil is What Your Skin is Thirsty For

- * Lone Star Tick Article

February

- * Valentine Day
- * Winter Skin and Emu Oil
- * Announcement of N.E.W. national chair and state representatives with space for local proclamation from state or local entities. (Each state could add pictures of their state coordinators)

Week of March 1st

- * Announcement of plans for nationwide celebration of National Emu Week, preview of events and activities. (This could be a broad generic overview of events. Nothing specific i.e., no place or time)
- * Announcement of state N.E.W. representatives with space for local proclamation from state or local entities. (Each state could add pictures of their state coordinators)
- * AEA Emu Egg Decorating contest announcements
- * N.E.W. - what's an emu and why is it important. (Talk about birds, products, etc.)

Week of March 22nd

- * Easter (?) press release
(cooking with emu eggs, nutritional value, decorating the shells, Emu Egg Decorating contest, etc.)
- * N.E.W. - why emu products can make a difference (cite studies on emu oil, meat, leather, eggs, etc., emu oil at the Olympics, in the Third World, use by sport teams, etc.).
- * National Emu Week (rewriting of original announcement with more details given)
- * State proclamation announced
- * Press release about the American Emu Association

Week of April 5th

- * AEA Convention Invitation
- * Emu Oil Research
- * Cookbook press release (submit only if cookbooks are available)
- * Emu Oil Works as Hard As You Do
- * Emu Meat Research

Week of April 19th

- * N.E.W. - National observance celebrates major addition to farms across the country (This one will get "specific" in each state. Each state will add some local activities, including events and times, who to contact in state, etc.)
- * List of State N.E.W. Events
- * AEA Emu Egg Decorating contest announcements (where to view eggs)

Week of April 26th thru May 5th

- * Local Farmer Celebrates N.E.W.
- * Know Your Local Emu Farmer
- * Farm Tour Offered
- * Students Visited Emu Farm
- * (organization) learns about emus
- * Emu Industry Evolves (?) (changes that have occurred over the past 17 years)
- * Something else (?); maybe chicks hatching; only living bird that starts their laying season as the days shorten; male sets the eggs; double vane feathers, etc.

Week of May 10th

- * N.E.W. follow-up press release

May - After N.E.W. - Press release to review events, how many people involved, plans for next year. (Overview of events across the nation with each state adding specifics)

- * AEA Emu Egg Decorating contest winner announcements
- * Chicks hatching and Growing Fast

June

- * Chicks Hatching and Growing Fast
- * AEA Emu Egg Decorating contest announcements
- * AEA Convention Reminder

July

- * Visit an Emu Farm Before School Starts

August

- * AEA Convention Details
- * Lone Star Tick Article

September

- * Convention Summary
- * Preparing the Farm For Winter

October - “Emu Oil Month”

- * Emu Oil Facts
- * Halloween – Don’t Let Dry Skin Scare You

November

- * Emu Meat from Tailgate Parties to Holiday Meals

December

- * Santa Loves Emu Oil
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