

PRESS RELEASE... Ideas !

Below is a N.E.W. press release timeline similar to the one that was developed for past years. These dates are not hard and fast and not all of the subjects had a press release but, if we could get a "few" of them out there, it would be very good.

If anyone has any other ideas for a press release or would like to write something on any of these subjects, it would be very much appreciated. Just let me know.

PRESS RELEASE TIMELINE - N.E.W.

1st Week of February

- * Announcement of national chair and state representatives with space for local proclamation from state or local entities. (Each state could add pictures of their state coordinators)

1st Week of March

- * Announcement of plans for nationwide celebration of National Emu Week- preview of events, 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)
- * Emu Egg Decorating contest announcements
- * N.E.W. - What's an emu and why is it important. (Talk about birds, products, etc.)

3rd Week of March

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

1st Week of April

- * Emu Oil Research
- * Meat & Recipes press release (mention cookbooks only if cookbooks are available)
- * Emu Oil Works As Hard As You Do
- * Emu Meat Research

3rd Week of April

- * 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 (if available)

Last Week of April thru 1st Week of May

- * Local Farmer Celebrates N.E.W.
- * Proclamation Announced
- * Know Your Local Emu Farmer
- * Farm Tour Offered
- * Students Visited Emu Farm
- * Nursing Home Visit
- * School Hatching
- * Emu Industry Evolves (?) (changes that have occurred over the past 17 years)
- * Something else (?)
 - chicks hatching
 - only living bird that starts their laying season as the days shorten
 - male sets the eggs
 - double vane feathers
 - totally usable bird
 - ecologically friendly
 - gardening (aches, pains, dry, cracked skin, etc.) (Composted emu manure)
 - skin care
 - alternative red meat
 - raising emus
 - classroom resource available
 - important visitors - government official, celebrity, news reporter or TV anchor, etc.
 - appearances in other media
 - etc.

After N.E.W.

- * Follow-up press release –
 - press release to review events
 - how many people involved
 - plans for next year
 - overview of events across the nation with each state adding specifics

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