

AEA Members,

National Emu Week (N.E.W.) is a nine-day event starting on the first Saturday in May and running through the second Sunday. This year's **National Emu Week celebration** will be held from **May \_ - \_**, allowing 9 days with two full weekends to schedule events.

N.E.W. is a major promotional event for the emu industry that is sponsored by the American Emu Association (AEA). Preparations for National Emu Week start in February for this event in May.

National Emu Week (N.E.W.) information, tips and hints along with press releases about N.E.W. and "fill-in-the-blanks" press releases that you can tailor to your own needs are listed. All emu growers are encouraged to participate in a local event, individually or with other producers, to promote their emu business. Host an event, offer tours of your farm, advertise a "SPECIAL" on an emu related product or give samples at a local store.

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## 20\_\_ National Emu Week (N.E.W.) Planning Guide

### FEBRUARY

- Discuss a state association sponsored project with your state members. A chili supper, a day at the Capitol Building, local Mall or interstate Welcome Center, place ads in state newspapers, run AEA 60 second infomercial (Mt. Emu) on area cable channels, place a classified ad, do a talk radio interview, etc.
- Contact quarterly news publications (articles, press releases, advertising, etc.) Make arrangements now for the weeks before N.E.W.
- Apply for any permits for N.E.W. events, if necessary.
- Create a farm or ranch promotional profile including articles, pictures, events, and other items of interest. Have them ready on a CD or a flash drive to give to reporters or writers.
- Order any promotional material that might be needed. (oil samples, brochures, stickers, posters, table cloths, bags, pens, other give-aways, etc.)
- Talk to an area restaurant about serving emu during N.E.W. (emu burgers, emu brats, pizza with emu instead of ground beef, steaks, chili, burritos, casseroles, etc.).
- Announce a N.E.W. emu egg decorating contest with a press release, newspaper advertisement, handbill, poster, etc. Make blown eggs, feathers, leather, etc., available for contestants.
- Contact local schools about hatching emu eggs in classrooms. To hatch the first of May, eggs need to be set by the middle of March.
- Join your local Chamber of Commerce. Ask for their assistance and business cooperation in promoting National Emu Week.
- Contact monthly news publications (articles, press releases, advertising, etc.) Make arrangements now for the weeks before N.E.W.
- Contact school groups, organizations, clubs, nursing homes, etc. about giving a presentation. Offer your expertise at NO CHARGE.
- Order School Lesson Plan CD, if needed (available through Emu Today & Tomorrow). Use as a Power Point Presentation in the classroom or at other events or have large individual posters made to use on a flip board. You could make 8"x10" copies for several composite poster exhibits. These work very well for unattended areas, as they are self-explanatory.

### MARCH

- Finish any tasks from February.

- Talk to your University Extension Office Ag Agent, Farm Bureau contact, State Ag Department, etc., about your state N.E.W. plans. Ask for their help in getting the word out about N.E.W.
- Set eggs for local school Classroom Hatching Projects to have them hatch before N.E.W.
- Order any products you may need for sale or display (bottled oil, oil products, leather products, feather dusters, jewelry, crafted or painted eggs, etc.)
- Purchase emu shirts (or have them made) to wear during National Emu Week.
- Compile "Where to Find Emu Meat & Emu Oil Products" list for your state. (These are great for handing out at fairs, shows and other association events throughout the year. Visitors may have friends or relatives in other parts of the state who are interested in finding Emu Products closer to their homes.)
- Apply for your state proclamation for "Emu Week". Hints on how to do this will be given.
- Contact your state "Visitor Centers" about offering brochures and a possible emu industry display during N.E.W.
- Participate in National Agriculture Week in your home town.
- Finish collecting all state N.E.W. event information and submit all N.E.W. project commitments to the N.E.W. list. Include individual events and state projects.
- Send summary of N.E.W. info to your state members and post N.E.W. Event information on your state association's website.

#### **APRIL**

- Finish any tasks from March.
- Check out the **AEA website**, [www.aea-emu.org](http://www.aea-emu.org) (click on **RESOURCES**, then **Educational Resources**). There you will find several brochures, bookmarkers, "draw the emu", "finish the emu", other children's activities, etc. that can be printed out.
- Contact weekly news publications (articles, press releases, advertising, etc.).
- Announce N.E.W. to media (press releases) if you have not already done this. Make arrangements now for the weeks before N.E.W.
- Send summary of your state N.E.W. events info to your state members.
- Submit emu informational articles to the media.
- Announce state and local "events" to media with a "2015 Emu Week Events" press release. Each member should also announce their own local events at this time.
- Contact radio & TV stations (optional) about news events or for farm show interviews. Make arrangements now for the weeks before N.E.W.
- Talk radio shows and morning TV shows may provide a place for several small interviews as N.E.W. plans progress (egg contest, N.E.W. plans in your area, cook-off or "Taste of Emu", farm tours, etc.) Make arrangements now for the weeks before N.E.W.
- Submit information to local newspaper, radio and TV "Calendar of Events".
- Mail invitations & publish announcements for special events or special discount price bulletins for N.E.W. to your customers.
- Publicize emu cook-off.

- Judge decorated emu egg and craft contests. Display in public building (library, bank, school, clinic, etc.), wherever there is a public access display case.
- Hang "handbills" announcing area N.E.W. activities on local bulletin boards or insert in newspaper or weekly ad paper.
- Contact daily news publications (articles, press releases, advertising, etc.).
- Video tape your farm tour, if you haven't already done this. GREAT for showing during presentations.
- Set-up final local window displays and display cases.
- Deliver brochures to tourism centers, area businesses and libraries.
- Drop off N.E.W. bookmarkers, "draw the emu", "finish the emu", etc., sheets and brochures at schools and libraries (these can be printed off the AEA website, [www.aea-emu.org](http://www.aea-emu.org) , click on RESOURCES, then Educational Resources)

## **MAY**

- Finish any tasks from March.
- Prepare sample trays.
- **May \_ - \_ - National Emu Week !**
- Speak to school groups, homemaker clubs, seniors, health clubs, nursing home residents, groups and organizations. Offer your expertise at NO CHARGE.
- Offer farm tours of your farm or ranch by appointment, weather permitting.
- Hold an Open House, Festival or Celebration with meat samples to taste, oil product samples, brochures and other handouts, recipes, information posters, videos including your farm tour, the AEA Meat commercials, AlphabetZoup Emu Industry Promotional Videos, etc.
- Hand out business cards and samples to everyone you meet (store clerks, bank tellers, visitors, etc.)
- Participate in your state N.E.W. project.
- Take pictures !!!!!!!!!!! - Add them to your farm/business profile CD or flash drive. These can be used with the AFTER the event articles or for next year's press releases.
- **The Day After N.E.W. Ends** - Compile "follow-up" articles about N.E.W. to send to local newspapers and magazines. Be sure to include winners of contests and/or door prizes.

After all of this, pat yourself on the back for a job "Well Done!"

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