

Michigan Farmers Markets Food Assistance Partnership



Instructions for News Release:

News releases are a great way to let people know that your market now accepts Bridge Cards. News releases will be ignored if they are not news worthy. The following are examples of news-worthy events:

- 1) Our market now accepts Bridge Cards
- 2) Our market will open for the season
- 3) We have landed 10 new vendors in our market
- 4) (Product that's really hot right now) can be found in our market
- 5) Our market is undergoing a major renovation; moving; or changing hours

Use the following template by filling in the appropriate parts of the news release with your information and add your market's logo or letterhead. ALWAYS include the following information in your news release: hours and days of the market's operations; a contact person; location of the market.

A note about using quotes: Quotes can help personalize a news release. Don't over use them, but include one from the manager and maybe one from a vendor who has had great success in accepting Bridge Cards.

The most important thing to remember when sending or e-mailing a news release to a local media outlet is that whatever is in the news release really needs to be relevant to the outlet's readers, viewers, or listeners. People want to know what's in it for them. Be sure to answer that question in any news release you send.

When looking for newspaper contacts in your area, the Internet is a great place to start. Also, consider smaller weekly papers and pennysavers published in your community.

Check out the following websites for newspaper contact information:

<http://www.usnpl.com/minews.php>

<http://newslink.org/minews.html>

<http://www.50states.com/news/michigan.htm>

Decide which news reporter is the appropriate one to receive your news release (Is there an agricultural reporter? If no, a news editor can be the correct person).

E-mail your news release directly to that person with a note like this:

Dear (Reporter Name),

I have attached a news release about our market now accepting Bridge Cards. It's very good news for the low-income people in our area who rely on using a Bridge Card to supplement their family's food needs.

Please let me know if you have any questions about this project. We are willing to schedule a photographer at the market, if you are interested.

*Sincerely,
Your name*

Follow up with a phone call to the reporter/editor on the same day that you send the news release. During the phone call, it is okay to ask if this is something they may run in the newspaper as well as when it may run.