



Wyoming FFA Association

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<http://www.wyomingffa.org>

2013 National FFA Week Media Tips

National FFA Week is February 16-23, 2013. This week is your chance to come together as a chapter to teach the public about agriculture and FFA. It's also a great chance to work with your local media to promote FFA Week and your chapter. Be sure to discuss your ideas and plan of action with your FFA advisor every step of the way! Also make sure your advisor reviews all your outgoing materials, like invitations, news releases or photos and captions before you submit them.

1. **Identify Local Media**

Get started by identifying the media outlets in your chapter's area. Do you have a hometown newspaper, radio station, website or social media site? What about media opportunities in your school like morning announcements, a school newspaper or website? List all the media available to you and find contact information for each source. You'll also want to find out if they have deadlines for publication. Be sure to get a phone number, e-mail address and a physical address to send a thank you for any coverage you've received.

2. **Compile the Details about FFA Week Events**

What is your chapter doing for FFA Week? Are you hosting a breakfast for teachers in your school? Conducting an Agriculture Olympics? Teaching elementary students about agriculture when you visit their classrooms? Decorating windows of local businesses in blue and gold? Whatever the activity, be sure to gather all the details from your advisor and chapter officers.

3. **Think WHO, WHAT, WHEN, WHERE, WHY and SPONSORS**

For any invitation, news release, public service announcement, video, tweet or photograph, be sure to include all the pertinent details of your activity. Any media outreach you do should always include the who, what, when, where and why, along with recognition of any sponsors that are helping with the event. If you remember to share these details every time, you're on your way to public relations success!

4. **Extend the Invitation**

Now get to work and invite the local media to your National FFA Week Event. Work with your advisor on appropriate opportunities for media involvement. You can choose to invite the media by phone, by written invitation or by e-mail. Whatever method you choose, be sure to include all the important details you identified above. Be sure to also include who the media

should contact (you, your advisor, chapter president, etc.) if they plan to attend.

5. **Be an Informative Host**

Identify a member to serve as a host for media at your National FFA Week Events. That member will be on the lookout for any media attending, and serve as their guide and source of information during the event. This could be the chapter president, reporter or any member who is well versed in FFA knowledge and feels comfortable talking about our organization with adults. The media guide can also help the reporter find additional members to interview or provide them with written material about FFA or agriculture to help tell the FFA story.

6. **Go Public**

Even if your local media representatives can't attend your event, you can still promote your chapter by providing the media with information before and after the event is finished. Consider writing and sending a news release. A news release is basically a news story you write that the local paper can publish or local radio station can broadcast. You can find a great news release template from the National FFA at https://www.ffa.org/Documents/ffaweek_nrfchapter_2013.pdf. Just fill in the information for your chapter, activities and provide contact information. Then send the release to your media contacts.

You can prepare a news release after your event happened and send that in as well. Remember to share the who, what, when, where and why of the event. Also be sure to fully explain any FFA jargon or acronyms you use, like POA, SAE or CDE. For example, you can write "As part of National FFA Week, the Rocky Road FFA is hosting other chapters from across the state for a practice Poultry Evaluation Career Development Event (CDE). The Poultry Evaluation CDE teaches members to correctly evaluate the quality of live and processed poultry and eggs, and identify poultry products."

7. **Say Cheese!**

It's true that a picture is worth a thousand words. Consider sending a photo to your local newspaper or website. Use a high quality digital camera (cameras on phones don't have the resolution needed to reproduce well in the paper). Make sure the photo is in focus and shows an FFA member, or members, in action. Get a shot of your greenhand members teaching a fourth grader how to milk a cow or of your chapter treasurer raising money for a local charity. The picture should help tell the story of what went on at your activity.

Next, write a caption to submit with the photo. Identify what is happening in the photo and anyone appearing in the photo. Make sure you get names spelled correctly! Send both the photo and caption to your media contact and ask them to consider publishing it.

8. **Go Viral**

Do you have some members who are savvy with a video camera? Discuss the possibility of filming and editing a video about your National FFA Week activities with your FFA advisor. You can make your own news story and post it online to share with members, alumni, supporters and community leaders.

9. **Use Social Media**

Consider sending photos or short announcements about FFA Week via social media. You can Tweet about upcoming events or share photos on Facebook. Share this information locally, or send it out statewide by sharing it on the Wyoming FFA Association or Wyoming FFA Foundation Facebook pages. The contact information for these organizations is listed in the resources section below. We'll gladly share your chapter's accomplishments with other members and FFA supporters!

10. **Say Thanks**

If media attend your event or publish any of your work, be sure to send them a thank you from your chapter for their help. Everyone likes to know their efforts are appreciated.

Resources

The National FFA Organization has developed several tools to help you in your efforts for National FFA Week. Visit <https://www.ffa.org/events/ffaweek/Pages/default.aspx> for more ideas, tools and tips.

Wyoming FFA Association –

Website: <http://www.wyomingffa.org>

Facebook: <http://www.facebook.com/wyomingffaassociation>

Wyoming FFA Foundation—

Website: <http://www.wyoffafoundation.com>

Facebook: <https://www.facebook.com/pages/Wyoming-FFA-Foundation/108872002465934>

Wyoming Press Association –

Find information about your local newspaper here!

Website: <http://www.wyopress.org/>

Feel free to contact the Wyoming FFA's Public Relations Coordinator, Teresa Milner, if you have questions or need additional advice. Contact Teresa at teresahmilner@gmail.com.