



Program & Event Announcement Template

A program or event announcement can be a helpful marketing tool, especially during times of virtual programming. Consider adding a program/event announcement as part of your outreach efforts. The template and example on this guide can support first time writers in creating these useful resources.

HOW TO DISTRIBUTE A PROGRAM OR EVENT ANNOUNCEMENT

Depending on your role within the organization, there may be several ways in which you can distribute your program/event announcement.

- **All staff:** Distribute to local media in your community; many county and district support staff have lists of media personnel that can be utilized for this purpose or reach out to MSU Extension Communications for assistance in crafting a list.
- **All staff:** If you are asking colleagues within MSU Extension to help you promote your program or event, add a program/event announcement to your suite of promotional materials that you email out.
- **Educators:** Submit your program/event announcement to the MSU Extension News inbox. Note: not all institute leadership will accept program/event announcements for article credit, however, promotional articles of this nature can be published.

TEMPLATE

Your Name
Your Organization
Your Phone
Your Email
Date

For Immediate Release

Headline: Invite the readers to keep reading to learn more

First paragraph: Brief summary of what is taking place, when and where, as well as who should attend. If you can, add an intriguing fact or sentiment that will encourage people to continue reading. For example: Is this a launch of a new program? A first-of-its-kind offering for the area? A special anniversary celebration?

Second paragraph: Quote about why people should attend, what the value of the event is for the community, or what the need is for the opportunity. Can quote oneself or someone else. Note: basic information like what time the event is, or where it is located, should *not* be in quotes. That should be in the narrative. Use the quotes for adding context and interest.

Third paragraph: More detailed information about what will transpire at the program. When will it start? What will be covered? Who will be presenting or leading the event? Who is hosting the event (partners?).

OPTIONAL: Another quote. Could be from the program host or from a past participant who has something positive to say (look at past evaluations).

Fourth paragraph: Cost, how to register, point of contact, and where to go to learn more.

Last paragraph: Sponsors and civil rights information.

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SAMPLE

Susanne Spartan
Michigan State University Extension
517-884-1855
spartan@msu.edu
July 4, 2017

For immediate release

Free ice cream and learning at the Great Dairy Adventure

Did you know that Michigan milk can travel from the farm to your table within 48 hours? Families of children young and old will enjoy learning more about the dairy industry at the [2017 Great Dairy Adventure](#), July 19 from 9:30 a.m. to 2:30 p.m. at the MSU Pavilion for Agriculture and Livestock Education in East Lansing.

“We have been offering this fun, free event for the past 20 years,” said Susanne Spartan, MSU Extension program coordinator who facilitates the Great Dairy Adventure. “We invite families, daycares and day camps in the mid-Michigan area to come out and enjoy a day of fun while learning about the marvelous world of dairy!”

At the event, attendees will have the opportunity to try milking a cow, create a variety of craft projects, experiment with dairy recipes, pet baby calves and learn how milk gets from the cow to the grocery store. In addition to the fun hands-on activities and opportunities for youth to learn about the nutritional benefits of dairy, the Great Dairy Adventure will feature giveaways, MSU student athletes and Sparty signing autographs, and samples of dairy foods such as cheese, ice cream and yogurt. After tasting the delicious dairy treats, join other attendees in a Fun Run to illustrate how dairy is part of a healthy lifestyle that includes diet and exercise. Fun Runs will take place at the top of the hour from 10 a.m. – 1 p.m.

“The Great Dairy Adventure has been a popular summer activity for local families, providing both free fun and education,” continued Spartan. “We look forward to this year’s event!”

The Great Dairy Adventure is held entirely indoors and will occur rain or shine. Parking, admission and all activities are free; guests do not need to preregister to attend. The Great Dairy Adventure is a collaborative program of [Michigan State University Extension](#), the [United Dairy Industry of Michigan](#), the [MSU Department of Animal Science](#), the [MSU College of Veterinary Medicine](#), local farmers and other dairy partners to help educate consumers about the dairy industry. For more information, please contact Susanne Spartan at 517-884-1855 or spartan@msu.edu.

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PROGRAM/EVENT ANNOUNCEMENT CHECKLIST

When developing a good program or event announcement, make sure the release covers the following questions:

- What is the event or program?
- Where is it happening?
- When is it happening?
- Who is holding the event or program?
- Who is the intended audience?
- Why would someone want to attend?

Attempt to keep the announcement around one page in length.

Ask a colleague to review the release for spelling and grammar.