The cover letter is on page 2 of this document. The letterhead is included in the header.

This letter is specifically written to be used with local newspapers/magazines that are in the town in which the training will be held.

All information that is to be customized is in red. Please replace the red text with your information.

Make every effort to identify the name of the contact who will be receiving this letter and press release. Naming them and making this personal improves your chances of getting it printed.

Showing that you are familiar with or read the particular newspaper or magazine also improves your chances. It shows that it is important to you for them to publish your release. Check if there is a specific section(s) or column that would reach the right audience. E.g. community service, community events, agriculture.

If you have no local past participants who can provide a short testimonial or have not had a class there in the past, use information from others’ past classes.

The press-release does not require letterhead.

Date

[Name of Newspaper or Magazine]

[Name of Contact (when available)]

[Address]

[City, State, Zip]

Dear [Editor’s Name]:

[Name of Extension] would like to submit the following information under the [Name of newspaper section here]. Please help us promote Annie’s Project in your next available edition.

You are receiving this news release because your readers will be interested in the quality of program we offer to farm women. Farm women will love our program. They will be glad you provided them with the information.

If you have any questions, please feel free to contact me at [phone number]. I can provide you with a variety of options to use this information.

Thank you for helping [Name of Extension] better serve the citizens of [town/city/or region].

[Name]

[Position]

[Name of Extension]