

***Using the
SW Region News Service to
Improve Your Effectiveness,
Expand the Reach of Your Work
and Build Your Career/VITA***



Team Effort Builds Success

- Southwest Region News Service is a team effort unique to the SW Region
- *Specialists in the region make the effort a success.*
- Those who participate regularly can attest to the value of the network for programs and career.
- *Many partners in this comm. development effort.*



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From: Local MU Extension news <SOUTHWESTREGIONNEWS@PO.MISSOURI.EDU> on behalf of Burton, David
 To: SOUTHWESTREGIONNEWS@PO.MISSOURI.EDU
 Cc:
 Subject: UNIVERSITY OF MISSOURI EXTENSION NEWS - SW REGION - 1-4-13

Sent: Fri 1/4/2013 1:4

*If you have questions about individual articles, an appropriate contact person is listed with each article.
All media releases appearing in this e-mail may be reprinted and reused.*

SOUTHWEST REGION NEWS SERVICE

Highlighting MU Extension programs in southwest Missouri and timely information from MU Extension specialists in southwest Missouri.

Past Stories Online | MU Extension Program Calendar | Photo library | RSS News Feed

Available online at extension.missouri.edu/greene

GIVING: Become a "Friend of Greene County Extension" by making a donation today at <http://extension.missouri.edu/greene/giving.aspx>

BUDGET HEARINGS: In Greene County, the last 2013 Budget Study Session public meeting will be held at the Archives & Elections Center, 1126 North Boonville, Springfield, Mo. Friday, Jan. 11, 10:30 a.m. - 12 noon. The proposed budget for the Greene County Extension Center is included in the Recommended Budget at the statutory minimum of \$10,000 established in 1961.

NEW VIDEOS: "I pledge ... to 4-H," is just one of four new 4-H videos from Newton County 4-H that can be viewed online at www.youtube.com/MUExtension417.

**TABLE OF CONTENTS FOR
 January 4, 2013 (Click on headline)**

A Day in the Life of Your Release

- It begins with a quality draft media release that can
 - 1) announce a program or
 - 2) be educational and informational
- Writing release in third person works best
- Email content with minimum of 2 weeks lead time to me.



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Is it Like Writing a Term Paper?

- Releases need to be short: 400 words maximum (one page or less).
- Focus on key aspects of program you want to announced with one key reason to attend.
 - Sharing examples or community contacts for story expansion are great if available.
- If used for education, discuss topic that is timely and narrow in focus
 - If someone asks you the time don't tell them how to build a clock

Steps in Process – Part 1

- You send a media release to me
- I evaluate it for timeliness in comparison to other pending content and news value
 - Date sensitive stuff goes first
 - Some times of the year are busy
 - I do organize content by weeks (8 to 10 releases are used each week)
- I will edit content.

Steps in Process – Part 2

- I'll share content back to you for:
 - Review and local use, posting, etc.
- Release is formatted and sent out by email to journalists and members of the public
Release is posted on the University website via AgEBB (see SW Region Releases)
- Content is added to SW Region Blog
- Blog links and AgEBB links are shared out via social media

Steps in Process – Part 3

- Based on news value and timeliness, release content may be:
 - Picked up by Extension.org or AP
 - Used for MU radio content
 - Expanded on by large market media
- Used in weekly “Ag in the Ozarks” column in News-Leader
- Promoted on KOLR in one of our spots

Steps in Process – Part 4

- You can help the process for the whole region by getting to know your local reporters
- Please, if a reporter contacts you, return the contact in a timely manner
 - We almost never get gottca story calls from the media
 - Gardening and nutrition are hot topics
 - But watch for state or national news stories where you can add expertise

Learning How to Write a Release

- Templates are available for download
 - <http://extension.missouri.edu/greene/pubsandresources.aspx>
- Brochures on the basics of quality news writing are available online
- I do edit content and will share it back for you to read & use



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News Service Subscribers

- *Southwest Region News Service* provides weekly educational news from extension in southwest Missouri.
- Over 450 different journalists, as well as nearly 10,000 members of the general public, subscribe to this e-mail at no cost.
- If you have contacts or council members you want added to our readership please email an Excel chart of email addresses.



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The News Service is not:

- A way for David Burton to get a by-line;
- A way to take away a specialist's community contact with the media;
- A way for David Burton to get specialists to do his job.



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News Service is:

- The most effective way to communicate about the MU Extension in this region;
- E-mailed for speed and savings;
- One way to ensure that MU Extension's media releases in this region follow the same style, language and format;
- A method of “quality control” so journalists expect accurate, high quality submissions which are easily and eagerly used;
- A program that has real value for the entire region.

News Service Reaches Out

- According to 2010 news service readers poll, stories in the news service ...
 - Increased knowledge of extension programs for 93% of its readers;
 - Provided information causing 70% of readers to do something different;
 - Increased awareness of issues in southwest Missouri according to 91% of readers.

Big Impact

- Since about 2003 we have averaged over \$2 million worth of print, radio and TV news coverage each year
- Statistical print readership exceeds 75 million most years.
- You'll be surprised where some content appears.



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Social Media Impact

- Facebook, Blogs, YouTube, Twitter, Flickr.
- If you are using social media then there are regional ways to work together (if interested email me and I will send links).
- Social media reach exceeds 30,000 most months.
 - Release content shared on various networks

*Teamwork
is key to
successful
social
media*

**KLOUT
Rating
of 64**

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**Southwest
Region**

Wall

Hidden Posts

Info

Friend Activity (1+)

Photos

EDIT

About

Edit

Live. And Learn. MU Extension is Missouri's one-stop source for practical...

More

MUExtension417

Education · Springfield, Missouri · [Edit Info](#)



Wall

MUExtension417 · Everyone (Most Recent)

Share: Status Photo Link Video Question

Write something...



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Just in time for putting up holiday lights.

Southwest Missouri News - AgEBB

agebb.missouri.edu

MARSHFIELD, Mo. When families start decorating for the holidays, odds are pretty good that at least one family member is going to spend some time on a portable ladder.

Like · Comment · Share · 38 minutes ago ·



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Tell a friend about Urban Homesteading of Southwest Missouri. Lots of program announcements coming and you don't want your friends to miss out! The quickest way for them to find out is to become a "fan" of this FB page!

There is a regional photo library too



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[Sea](#)



Your photostream

[pro](#) 1,720 items / 5,698 views

[Slideshow](#)

[Share](#)

[Collections](#) [Sets](#) [Galleries](#) [Tags](#) [People](#) [Archives](#) [Favorites](#) [Popular](#) [Profile](#)



Bull Sale Lot 3

The top-selling bull at \$4000 from Blue Mound Angus, Halfway. awaits the final bid. The picture of the bull sale was taken by Pat White, Aurora

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Picture11

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HES photos for 2011

19 photos

2 views

[\(edit set\)](#)



Staff of MU Extension in...

89 photos

107 views

[\(edit set\)](#)



Livestock

45 photos

51 views

[\(edit set\)](#)

Community Development

- SRNS is community development because it helps folks to draw people together to find solutions.
- Helps Missourians make connection with extension.

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