

Editor's notes: Highlighted areas need to be personalized then highlight can be removed. Event media releases need to be much less shorter than 400 words to increase use. Font size is Times News Roman, 12 point, with single spacing on paragraphs. Headlines are 18 pt in bold.

For date and time it should be listed in this order: time (6 p.m., not 6:00 p.m.), day of the week, month, date, location, address, city. There is no need to give a blow by blow of the full days agenda. Give the highlights and keep it simple.

Items highlighted in red can be removed, these are informational notes about the paragraph ahead. Pay attention to the style presented here, the order of name and title, etc.

Date

UNIVERSITY OF MISSOURI EXTENSION
SOUTHWEST REGION NEWS SERVICE

Contact: Name, title

Headquartered in Greene County

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Headline

BRANSON, Mo. -- University of Missouri Extension's class "Successful Social Media Marketing," will be held from 6 p.m. to 8 p.m., Monday, May 9 at the Downtown Branson Main Street Association (DBMA) office, 119 West Pacific Street, Branson.

A sentence about what participants will learn, for example:

Program participants will create a social media plan tailored for their business and understand how social media outlets can help increase business and awareness.

Provide a quote from the instructor giving more details about the class, for example:

"Participants will learn what they can do with a LinkedIn profile, discover why Twitter is the fastest growing social network, learn all about available options on Facebook and learn how all three can help a business," said Chrystal Irons, a business development specialist with University of Missouri Extension.

Registration information including cost and deadlines, for example:

The cost to attend the workshop is \$39 for DBMA and \$49 for non-members. Advanced registration is required by Friday, May 6. For more information on the class or to register, call MU Extension at (417) 546-4431 or go online to extension.missouri.edu/taney.

One final quote from the instructor or a partner about the value of the class/program.

"The Downtown Branson Main Street Association is excited to partner with the MU Extension to bring business education classes to Branson, and to our Downtown Partners in particular. Our downtown businesses are primarily family run businesses," said Garrett Anderson, Economic Developer for the City of Branson.

Use this last sentence with all media releases to reinforce the role of MU Extension.

University of Missouri Extension programs focus on the high-priority needs of Missourians. Each county extension center, with oversight by locally elected and appointed citizens, is your local link to practical education on almost anything.

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