

Writing the basic meeting-announcement news release

Formatting news releases

When it comes to creating “paragraphs” in your news releases, forget what you learned in high school English. Long paragraphs are harder to read, so try to keep them to one, two or three short sentences.

Do not indent paragraphs. Leave a space between them.

The first time you mention your organization, write out “University of California Cooperative Extension,” followed by (UCCE). Upon subsequent references, write UCCE.

The first time you mention UC ANR, write out UC Agriculture and Natural Resources, followed by (UC ANR). Upon subsequent references, write UC ANR. (Link the words “UC Agriculture and Natural Resources” to our main website, <https://ucanr.edu>).

Gather the information

- Name of meeting
- Date, begin time and ending time
- Foreign language translation availability
- Location of meeting – name of facility, street address and city
- Primary audience
- Registration fee, deadlines, website, telephone and email address
- Payment details
- Overnight accommodations – hotel, cost
- Professional credit
- Newsworthy topics
- Agenda, speaker names and titles
- Program sponsors
- Contact information
- Getting started

Fire up your word processing software program and dive in. Below is a sample news release. On the subsequent pages, a step-by-step guide for writing each paragraph of the basic meeting announcement release walks you through the process.

UNIVERSITY OF CALIFORNIA Agriculture and Natural Resources

July 10, 2025

CONTACT: Morse Nunes, (559) 234-5940, mnunes@ucanr.edu

Vineyard pest management focus of UC field day Aug. 26

University of California Cooperative Extension (UCCE) advisors will outline vineyard pest management practices at a field day from 9 a.m. to 12 noon Aug. 26 at the Butterfly Hill Winery, 307 Dry Creek Road in Mariposa.

“Scientists will review precise insect monitoring techniques that can save growers thousands of dollars in unnecessary pesticide applications,” said Bob Smith, UCCE viticulture advisor for Merced, Madera and Mariposa counties.

Topics to be covered include:

- Review of grape variety trials at the UC Kearney Agricultural Research and Extension Center by Mark Smith, UCCE advisor in Kings County
- Winegrape marketing outlook by Mario Gonzalez, UCCE advisor in Stanislaus County
- A review of viticulture research by Bernadine Jones, UCCE horticulture specialist at UC Davis
- A review of new trellis systems by Dave Barker, president of Ferndale Farm and Nursery in Porterville

The meeting is intended for grape farmers, pest control advisers and agriculture students. Three hours of continuing education credit for pesticide applicators have been applied for.

For more information or to register, contact Sandy Arnett, (559) 244-0574, sdarnett@ucanr.edu.

The top margin

Put the date and contact information at the top of the release.

Example

July 10, 2025

CONTACT: Morse Nunes, (559) 234-5940, mnunes@ucanr.edu

The headline

Use a straightforward headline for basic meeting releases. Try to hook the reader's curiosity with reference to what people might learn at the event. The title should be no more than one line and in bold type. Most newspapers and magazines today prefer "sentence case" for headlines, as opposed to "title case." In sentence case, only the first letter and proper nouns are capitalized. In title case, all important words in the title have the first letter capitalized.

Examples

"PlacerGROWN" conference features revealing look at farmers markets

Workshop to 'train the trainers' of pesticide handlers and field workers

Farming and e-commerce are the topics at the UC Executive Seminar in Sacramento

The first paragraph

The first paragraph, also called the lead, answers the following questions:

Who? University of California Cooperative Extension

What? Tour, symposium, meeting, etc.

When? Date and time

Where? Location

Examples

University of California Cooperative Extension (UCCE) viticulture advisors will outline vineyard pest management practices at a field day from 9 a.m. to 12 noon Aug. 25 at the Butterfly Hill Winery in Mariposa.

The biology and epidemiology of Pierce's disease, newly defined practices for safe use of sulfur in vineyards, and a system for drying raisins on the vine using traditional raisin trellises are among the half-dozen presentations slated for the 2021 San Joaquin Valley Grape Symposium, 8:30 a.m. to 1:30 p.m. Jan. 10 at the C.P.D.E.S. Hall in Easton.

Executives at the helm of leading agricultural e-commerce enterprises – including AgEx.com, vTraction, John Deere, CoBank and Bank of America – speak Dec. 4 at the UC Agricultural Issues Center Executive Seminar on “Agriculture in an E-commerce World.” The program runs from 8:30 a.m. to 4:30 p.m. at the DoubleTree Hotel, 2001 Point West Way in Sacramento.

Private landowners are responsible for thousands of miles of roads and trails that crisscross the forests and ranches of rural California. Learning how to maintain and manage these roads more effectively is the focus of an Aug. 24 workshop – Maintaining Forest and Ranch Roads – organized by the University of California Cooperative Extension (UCCE).

The second paragraph

Using a strong, conversational quote or simply narrative text, tell why this meeting is important to attend. Attribute the quote to a county advisor or other academic speaker at or involved in organizing the meeting.

Examples

“Scientists will review precise insect monitoring techniques that can save growers thousands of dollars in unnecessary pesticide applications,” said Bob Smith, UCCE viticulture advisor for Merced and Madera counties.

“The profit margin in grape production is shrinking, making it vitally important for growers to be aware of research development that would cut production costs,” said Bill Jones, UCCE viticulture advisor for Fresno County

The third paragraph

You can include a list of topics and speakers here if you like.

Example

Topics to be covered include:

- Review of grape variety trials at the UC Kearney Agricultural Research and Extension Center by Mark Smith, UCCE advisor in Kings County
- Winegrape marketing outlook by Mario Gonzalez, UCCE advisor in Stanislaus County
- A review of viticulture research by Bernadine Jones, UCCE horticulture specialist at UC Davis
- A review of new trellis systems by Dave Barker, president of Ferndale Farm and Nursery in Porterville

The fourth paragraph

Tell whom the meeting is intended for and whether any professional continuing education hours will be offered.

Example

The meeting is intended for grape farmers, pest control advisers and agriculture students. Three hours of continuing education credit for pesticide applicators have been applied for.

The fifth paragraph

Put your registration information here.

Example

Register by calling Derek Marks at (559) 255-1611. A registration fee of \$10 is payable at the door, and includes lunch and a digital copy of the proceedings.

The sixth paragraph

Include a contact name (first and last), phone number and email address for more information about the program or registration. It is important to add this both as a paragraph and at the top of the page under "contact." The name under contact is for the media to call. The name in the body of the news release is for the general public to call if they have questions.

Example

For more information or to register, contact Sandy Arnett, (559) 244-0574, sdarnett@ucanr.edu.

Distribution

Proof read carefully and ask a colleague to read it too. Email your story to reporters and editors in text they can copy and paste, rather than sending a pdf version or a paper in the USPS mail. Post the story on your website or blog, then post the link on social media and tag local reporters.