Press Release Procedures
Faculty/Staff Instructions

1. Complete the fillable Press Release (PR) form. This form can be found on the Employee Resource page.

[Today’s Date]

FOR IMMEDIATE RELEASE
[Contact Name]
[Contact Title and Program Area (no abbreviations)]
[Contact Phone Number and Extension]
[Contact Email Address]

The University of Arizona Yavapai County Cooperative Extension Offers [Title of Event]

[Details of the class including what will be taught and names of any guest speakers. (who/what/why)]

[Details of the class dates, times, location, cost, and/or reservation information. (when/where/how)] For more information, visit our website at Webpage URL.

2. Complete as much information as possible. Do not fill in the webpage URL section as that will be completed by Lydia.

3. Near the bottom of the page, check the boxes of the places you want your class or event published.

COOPERATIVE EXTENSION USE ONLY
Select method of advertisement (Choose all that apply)
☐ Website ☐ Press Release ☐ Master Gardener Dist. List ☐ Event Dist. List ☐ Facebook

4. Email yavapaiypr@cals.arizona.edu and attach the form and any flyers or pictures you may have.

DON’T FORGET TO TAKE PHOTOS AT YOUR EVENT!

NOTES

• It takes 24-48 hours for the event to post on the website.
• Some publications require the event to be sent out by the 15th of each month to appear in next month’s issue.