**Writing the basic event announcement news release**

**Formatting news releases**

When it comes to creating paragraphs in your news releases, short paragraphs are easier to read so try to keep them to one, two or three short sentences. Leave a space between them, rather than indenting.

Also, it is now customary to place only ONE space between sentences (not two).

When you mention the UC Master Gardener Program for the first time, refer to the program like this: “UC Master Gardeners of \_\_\_\_\_\_ County, a program of [University of California Agriculture and Natural Resources](https://ucanr.edu/).” Be sure to link your local website and embed <https://ucanr.edu> into the name of our umbrella organization. If the sentence is lengthy, write a separate sentence: UC Master Gardeners is a program of [University of California Agriculture and Natural Resources](https://ucanr.edu/).” You can use UC ANR on subsequent references.

On subsequent references, you can just write “UC Master Gardeners.” Avoid using the abbreviation “MG.”

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

A quick note on style: For times, always use figures, except use “midnight” and “noon” (rather than “12 a.m.” and “12 p.m.”) to avoid confusion. Use lowercase type and periods, but no spaces, with “a.m.” and “p.m.” For dates, use abbreviations only for these months: Jan., Feb., Aug., Sept., Oct., Nov. and Dec. And for dates, use the numerals – without *st*, *nd*, *rd* or *th*.

Generally, follow [AP Style](https://owl.purdue.edu/owl/subject_specific_writing/journalism_and_journalistic_writing/ap_style.html); you can find UC ANR-specific style guidelines here: <https://ucanr.edu/sites/communicationstoolkit/Branding/UC_ANR_writing_style_guide/>

**Gather 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**

Below is a sample news release.



February 24, 2022

CONTACT: Melissa Womack, (530) 750-1388, [mgwomack@ucanr.edu](mailto:mgwomack@ucanr.edu)

**Learn how to grow cool season vegetables from UC Master Gardeners March 5**

Now is the time to start tomato seedlings for the summer garden. While waiting for the seedlings to grow to planting size, gardeners can fill their vegetable beds with fast-growing varieties of [cool season vegetables](https://mgsantaclara.ucanr.edu/garden-help/vegetables/#cool).

To learn how to keep your garden producing leafy greens and other cool season vegetables right up to May or June, come to a free demonstration on March 5 by [UC Master Gardeners of Santa Clara County](https://mgsantaclara.ucanr.edu/). UC Master Gardeners is a program of [University of California Agriculture and Natural Resources](https://ucanr.edu/).

UC Master Gardener volunteers will demonstrate how to grow tomato seedlings and cool season vegetables from 10 a.m. to noon on March 5 at the [Palo Alto Demonstration Garden](https://mg.ucanr.edu/Events/?mapd=&calnum=523313) at 851 Center Drive in Palo Alto.

“Gardeners can grow lettuce and other vegetables by planting directly from seed or using purchased transplants,” said Katherine Uhde, UC Cooperative Extension Master Gardener program coordinator for Santa Clara County.

The meeting is free to attend and no registration is required.

For more information about the event, contact Uhde at [kuhde@ucanr.edu](mailto:kuhde@ucanr.edu) or (408) 282-3138. Learn more about UC Master Gardener Program of Santa Clara County at <https://mgsantaclara.ucanr.edu>.