



4-H Written Communication Contest 2023

Contest: Press Release (1000 words max)

Rules and Guidelines

1. Entry must be the original work of the youth entering the contest. (Entries that are plagiarized will be disqualified.)
2. Entry must be family-friendly and age-appropriate.
3. Entry must be typed or neatly printed on 8.5"x11" paper.
4. Entry must contain the youth's name, address, e-mail address, age, date of birth, school, grade, and parent/guardian name.
5. Age category is determined by your age on December 31. Junior entries are for ages 9-13. Senior entries are for ages 14-18.
6. Two (2) junior entries and two (2) senior entries will be selected to advance to the State Written Communications Contest.
7. Please submit entry by February 3, 2023 to christy.martin@uky.edu or to the following address:
Russell Co. Extension Office
c/o Christy A. Martin
2688 S. Highway 127
Russell Springs, KY 42642

Notes:

- A press release is a written account of the 5 basic elements of a news story along with additional details. (The 5 elements of a news story are as follows: **Who** — who is the story about; **What** — what happened; **Where** — where did it take place; **When** — the date and time it happened; and **Why or How** did it occur.)
- A press release is printed in a newspaper or magazine. It may or may not include a photo.
- Share the most important information first and then work your way down to include details that are not as interesting or urgent. This style of writing is called an **inverted pyramid**.
- On the top left side of the page you should start with FOR IMMEDIATE RELEASE followed by a few spaces and the date of the writing of the press release. Always include the name, e-mail, phone and fax numbers of the contact person. Skip a few lines and title your press release and then write the article covering all the main parts outlined listed in the first bulleted point.
- The press release should be a maximum of 1000 words.

