

## 4-H Written Communication Contest 2025

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, parent/guardian name, and signed statement of authenticity.
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 January 10, 2025 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

There is also a drop box by the office kitchen door for you to utilize when the office is closed.

### 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.



Cooperative  
Extension Service

Agriculture and Natural Resources  
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4-H Youth Development  
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MARTIN-GATTON COLLEGE OF AGRICULTURE, FOOD AND ENVIRONMENT

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University of Kentucky, Kentucky State University, US Department of Agriculture, and Kentucky Counties, Cooperating.  
Lexington, KY 40506



Disabilities  
accommodated  
with prior notification.

## Kentucky 4-H Written Communication Contest *Statement of Authenticity*

This is to verify that the piece I entered in the 4-H written communication contest is my original work.

I further verify that this entry has never been published and has not be submitted to the 4-H contest before this year.

I give permission for my writing piece:

- To be submitted for judging
- To be published in local and social media
- To be displayed at the Kentucky State Fair.

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Member signature

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Parent/Guardian/Teacher signature

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Date

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Date

