



NATIONAL ASSOCIATION OF STATE FORESTERS

Press Releases 101

Press releases are the most expedient and official way you can communicate the objectives, values, and views of your organization to the public. You can use releases to make funding or programmatic announcements, state your organization's position on a policy or regulation, call attention to an upcoming or past event – the possibilities abound!

To write a good press release:

1. Be as concise as possible.
2. Refrain from using value-laden language outside of quotes.
3. Pick a style (AP preferably) and stick with it.

To get your releases read:

Reporters and members of the media generally do one of three things when you send a release:

Ignore it, because the subject line doesn't appeal.

Copy and paste it into their website without a contact for your organization.

Read it, and use a quote or two in their own original story.

To get reporters to "read it" and use it appropriately, try the following:

First, find what makes the story you want to tell newsworthy.

Second, communicate that value in the release and a pitch to reporters.

The third key to getting your releases read and used appropriately is to build a relationship with reporters by: (1) being available and (2) answering their questions as quickly and honestly as possible. Check out NASF's "Media Relations 101" guide for more on how to cultivate relationships with media.

ELEMENTS OF A PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact: Whitney Forman-Cook
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Concise headline and contact information for one or two people.

NASF COMMENTS ON FOREST SERVICE NEPA, PLANNING PROCESSES

There is a great deal of good work that can be done administratively on the part of the USDA Forest Service to encourage more active federal forest management

WASHINGTON, Feb. 5, 2018—The National Association of State Foresters has submitted extensive comments on the USDA Forest Service's plan to revise its National Environmental Policy Act (NEPA) and planning procedures. The association and the 59 state and territorial foresters it represents believe strongly that the Forest Service can make administrative changes to its implementation of NEPA that will result in tremendous benefits for the nation's forests.

"We applaud efforts at the Forest Service to revise NEPA procedures and are ready to assist in assuring its review yields planning improvements, and ultimately, healthier federal forests," said George Geissler, NASF president and Oklahoma state forester, in the association's formal comments.

"The health and resilience of our federal forests depends on active management – without it, they become more susceptible to invasive insects, disease, and catastrophic wildfire and steadily lose their value as carbon sinks and natural filters for our nation's air and water," he continued. "What's more, the insects, disease, and wildfire that occur on federal forests often migrate to state and privately owned forestlands to great detriment. NASF is committed to protecting America's forestland resources, and for this reason, asks the Forest Service to consider our recommendations to improve forest management on federal lands."

Among NASF's recommendations was a proposal to lower the agency's costs for planning, regulatory compliance, and litigation by instituting alternative planning models that incorporate categorical exclusions.

"Too often, critical forest management work is delayed as a result of NEPA litigation driven by an obstructionist agenda, leaving federal forests to degrade," said Jay Farrell, NASF executive director. "State foresters are trained natural resource professionals with scientific degrees in sustainably managing forests – they understand what these project delays mean for the health and resiliency of our nation's forests and they're saying 'it's time for a change.'"

NASF also encouraged the Forest Service to consider streamlining its other, associated planning processes to increase efficiencies and enhance implementation of its programs. [To read all its recommendations, click here.](#)

[To view this press release online, click here.](#)

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About the National Association of State Foresters

The National Association of State Foresters represents State and Territorial Forester interests by influencing forest policy and leading efforts to optimize social, economic, and environmental benefits of trees and forests. Learn more at www.stateforesters.org.

The first (para)graph should give the reader the who, what, where, when, why. Generally, this graph is no longer than two sentences.

The second graph (or in this case, the second and third graph) is either a helpful quote or an explanation of the first graph.

Remember:
Good quotations add relevant information

The third graph is what the second graph wasn't. And subsequent graphs make up the rest of your story.

"Boiler plates" should appear at the bottom of releases, not in the body of the text.