

4-H Written Communication Contest 2024

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 January 31, 2024 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.



Cooperative Extension Service

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



Disabilities
accommodated
with prior notification.

4-H WRITTEN COMMUNICATION CONTEST
STATEMENT OF AUTHENTICITY

This is to verify that the piece I entered in the 4-H poetry contest is my original work. I further verify that this poem has never been published and has not been submitted to the 4-H poetry contest before this year.

I give my permission for my writing piece:

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

4-H Member's Signature

Parent/Guardian/Teacher Signature

Date

