

# Appendix

## **Media Tools**

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## Sample Press Release

Insert your logo

Have a catchy title that states your point clearly.

### News Release



April 12, 2000

#### Hog Watch Manitoba Supports Local Area Residents' Attempt To Stop Mega Hog Barn Development

Make your first sentence catchy, just like the headline!

RM of Tache, April 12

Include the place the event is taking place, the date and/or "For immediate release".

Hog Watch Manitoba announces its support for a local area citizens group who have been diligently lobbying their municipal government to squash a potential decision to allow the construction of a 4000 Hog Finishing Facility.

"We have reviewed the proposal and concur with the citizens group that before any approval is granted, valid studies must be undertaken to ensure compliance with all applicable governmental regulations and policies", said Hog Watch member Mr Green today.

This facility is to be located in the RM of Tache between the bedroom communities of Landmark and Lorette. The municipal government is expected to deliberate their decision at an upcoming council meeting this Thursday, April 13th.

Local area resident John Doe expressed the magnitude of the situation. "Their manure storage facility (lagoon) will be sited a few hundred feet away from a coulee that floods on a yearly basis during the spring time. This coulee runs into the Seine River." Mr. Newell also indicated that numerous residents are living within a mile of the proposed facility.

Keep the length of the release to ONE page!

Hog Watch calculates that in order to fuel the proposed Smithfield Slaughterhouse expansion in Winnipeg, developments of this size and nature will be required on a daily basis for the next three years in rural Manitoba.

Mr. Green adds that, "Citizens in rural Manitoba are fed up with these factory farm developments. Besides polluting the air, water and land and decreasing the value of property, they are a nuisance, impacting the health and quality of life for residents living in the vicinity."

Always include contact information so the press can easily contact you.

—30—

For further information:  
John Doe 555-5555

End with "—30—" or "###" This lets reporters know that they can publish everything above this point as is.

Make sure your contacts are comfortable speaking with reporters and are available to do so. Keep phone ringers turned on!!

## **Ten Steps for a Successful News Conference**

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1. Plan ahead. At least two weeks before the event plan what you want to do and how you want to do it.
2. Tell your group about your ideas; get your members' ideas and decide what message you want to get out.
3. Prepare props, posters, banners, and a press kit.
4. Prepare a list of reporters you want to invite to your press conference.
5. Write, fax and/or email a media advisory.
6. Write the statement you plan to make at the press conference.
7. Finalize all details. Write a news release.
8. Call reporters the day before the press conference to remind them of the event.
9. On the day of the event, arrive early to situate speakers, organize materials, etc.
10. After the event, hand-deliver copies of your press release and statements to reporters who did not show up. If hand-delivering is impossible, fax or email the release.



## Steps to Take When a Reporter Calls

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- Ask for some “think” time
- Ask “When is your deadline?”
- Who are you with? (*name of media outlet*)
- What is the segment about?
- What approach are you taking?
- What research, reports, and documents have you seen? (*Offer your own!*)
- What areas do you want to cover?
- Where do you want to do the interview?
- Who else will be interviewed?
- When will this be published?
- How long will the interview last?
- Then ask yourself: What if they did this item without me?

*Source: Bonner & Associates, 1990.*



## Sample Letter to the Editor

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November 15, 2006

Editor, Brandon Sun

Dear Editor:

I read with interest your recent editorial "The dead hand strikes again" (Sun, November 10, 2006) chastising the Doer Government for imposing a 'moratorium' on hog barn expansion, pending a "review" of the industry by the Clean Environment Commission (CEC).

One need only examine the fine print in Minister Struthers' announcements to see that your criticism is misplaced.

On the one hand, as Struthers confirmed in an interview broadcast on CBC radio on November 9, the "moratorium" does not apply to the 17 or so hog barn proposals currently "in process." Objectively, this means that these proposals will go forward to construction (and operation), as soon as they complete the approval process. By contrast, a bona fide 'moratorium' would involve the suspension of approval processes, pending the outcome of the CEC review.

On the other hand, inspection of the terms of reference issued to the CEC in this matter clearly shows that the government has absolutely no intention of seriously examining the environmental sustainability of Manitoba's hog industry. In particular, the CEC will not be holding public hearings as part of its review. Instead, it will hold "public meetings."

Public hearings, such as the one conducted by the CEC in relation to the Maple Leaf expansion, are governed by the Manitoba Evidence Act. Among other things, this involves sworn testimony, cross-examination, evidence elicited from experts as well as the public at large, and so on. The CEC assesses this evidence and then issues recommendations based on that assessment.

Public meetings, by contrast, have none of these requirements. Indeed, my experience has been that such meetings are little more than cheerleading sessions for the particular special interest group (here, the pork industry) with the most resources. Consequently, spectacular and unverified claims, rather than assessed evidence, become the basis of recommendations that emerge from this process.

Is it any wonder that XXX, Chair of the Manitoba Pork Council, has stated that the CEC review will vindicate the industry's environmental record?

In closing, I would simply note that the most charitable interpretation of the Doer Government's action here is that it represents nothing more than a political parlor trick, a cynical slight of hand which is explicitly designed to defuse the Hog issue until after the upcoming Spring election.

Sincerely  
Dr. John Doe

