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## Module 3

Stimulating demand - tools to develop a pipeline  
of new agri entrepreneurs in your region

1 practise assignment and study case as solution of the  
assignment



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## Write a press release for your Centre of Taste

Start with the questions:

Who?

What?

Why?



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**Where?**

**When?**

**How?**



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Summarise everything, remember the paragraphs and divide the text into parts.

## A good press release...

The press release should be informative. Its task is to inform the audience about an event, service, product, or to provide additional information on the topic. Articles of this type help us build our brand in the media. But for anyone to want to publish it, the memo should be objective, concise, specific, clear and, above all, interesting.

Facts should appear in the note. Additionally important elements are:

- title,
- subtitle, if applicable,
- leader (first paragraph after the title containing the most important information in 2-3 sentences),
- body (subsequent paragraphs).

In the case of the Press Release portal, you can also provide a contact number or address for the person dealing with the specific issue.

The most important thing is to start the text (and therefore the leader) with the most relevant information. The rule of five questions is used for this: who?, was?, where?, when?, why? Subsequent paragraphs give less important facts, additional facts, developing the main questions from the leader.

An intriguing title is half the battle. Here you can allow yourself some freedom and play with the language, e.g. create a title-quotation, title-calligram, title-question, title-exclamation, etc.

Remember that a press release is not an advertisement. A journalistic text must be objective, so avoid:

- writing in the first person
- using opinionated words such as "wonderful"

Remember also that short sentences, paragraphs and simple vocabulary are more likely to attract attention than complex syntactic constructions.



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Be aware that the press release should be interesting, it should capture the reader's (and the journalist's) interest. Therefore, you should write in such a way that the information is not limited to creating boring and stiff sentences.

The text should be correct in terms of language, spelling and punctuation. To publish an article whose author has not bothered to consult a dictionary is a sign of sloppiness and laziness.

Below is an example of a press release that is considered a good example in popular opinion.



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## **Gerber® Names Winner of Ninth Annual Photo Search**

Baby Kairi named the 2019 Spokesbaby

ARLINGTON, Va., Feb. 26, 2019 /PRNewswire/ -- Today, early childhood nutrition leader Gerber announced an adorable new addition to the Gerber family with the winner of its ninth annual Photo Search. Baby Kairi from Hickory, North Carolina intrigued the judging panel with her delicate expression and the look of wonder in her eyes. Kairi was chosen as this year's Spokesbaby among a record-breaking 544,000 entries on Instagram. As the face of Gerber for the year, Kairi will be featured on Gerber's social media channels and her family will receive \$50,000.





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"As soon as we saw her photo, we fell in love with Kairi's expressive eyes and angelic face, looking toward the future and being excited for all that it holds," said Bill Partyka, President and CEO, Gerber. "We believe that every baby is a Gerber baby, and this year, are thrilled to recognize Kairi as the new face of Gerber. It's been an incredible year celebrating our 2018 Spokesbaby Lucas Warren and his family, and we are excited to see the world fall in love all over again with our newest Spokesbaby."

Since the world embraced the story of Lucas, Gerber invited him to serve as an honorary judge on this year's panel to bookend his reign as Spokesbaby and to help welcome Kairi to the Gerber family.

"When we first found out Kairi won, we were speechless and couldn't believe it. We are beyond thrilled that our sweet Kairi is Gerber's 2019 Spokesbaby," said Kairi's mom, Ying Vue. "Kairi's personality is larger than life, and she always maintains a spunky attitude."

We hope Kairi's one-of-a-kind, entertaining personality and vibrant facial expressions radiate positivity around the world, just like she does in our home every single day!"

Launched in 2010, Photo Search was inspired by the countless photos received over the years of parents who see their little ones in Gerber's iconic baby logo, which features the original Gerber baby, Ann Turner Cook.

Each year, Photo Search continues to grow bigger. Seeing how the world has embraced the welcoming of each Spokesbaby, Gerber is planning to launch Photo Search globally ahead of its 10<sup>th</sup> anniversary to continue celebrating babies from all communities.

Gerber's commitment to do Anything for Baby, which ensures all babies get off to the best start possible, continues commemorating babies and toddlers of all ages and backgrounds.

Kairi's photos and additional information about Photo Search 2018 and Gerber can be found by visiting Gerber's Facebook Page or Gerber's Spokesbaby website.





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### **About Gerber**

Gerber was founded in 1928 in Fremont, Michigan. Gerber Products Company joined the Nestlé family on September 1, 2007. Gerber Products Company is a leader in early childhood nutrition.

SOURCE Gerber

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