

WCC CDAC Chairs

Steps to issue a local news release

Step 1 – On the CDAC website (under Member Resources tab) you will find the template for a local news release. Fill in the blanks and customize it for your local meeting.

Step 2- Distribute the news release to media in your county. If you do not have a media list for your county contact WCC delegate Staush Gruszynski at Staush@conservationvoters.org or at (920) 216-3793. Staush can send you the contact information for the media outlets in your county.

You will want to distribute the news release at least 2 weeks ahead of your meeting. Local newspapers like to have it at least 2 weeks ahead of time so that it is in print in the edition that comes out the week before the meeting to provide people with enough time to read about the meeting and plan to attend.

Step 3 – Follow up contacts with local media outlets. As time allows visit with your local reporters or give them a quick call on the phone to remind them of the upcoming meeting, to introduce yourself to them and to let them know that you are a great local resource if they ever have questions on conservation issues.

Step 4 – Once you issue the release please send a copy of your news release to Lee Fahrney (WCC Outreach and Public Advisory Committee Chair) at fiveoaks@mhtc.net and Bill Cosh (DNR liaison to WCC Outreach and Public Advisory Committee) at William.Cosh@wisconsin.gov.