

Entry Form

Name of Unit: **San Joaquin-Stanislaus CattleWomen**

Name of contact person: **Molly Watkins**

Title: **Home Economic Press Release**

Address: **25000 East Milton Road, Linden, California 95236**

Phone and FAX numbers: **Same for both 209-887-3384**

E-mail address: **mollyandkenny@verizon.net**

Number of members in Unit as of February 1, 2006: **83**

Name of Category:

Unit Overall scrapbook

Including all publicity in the following areas: beef promotion, social events, fundraiser

Unit Mini-scrapbook

Publicity for one event or activity (county ag day, fundraiser, anniversary, recruiting new members)

Unit Publicity Tools

Newsletter

Feature story

Press release

Web site

Other promotion items (coloring book, brochure, recipe book)

100 Word description of entry:

The CattleWomen and California Women for Agriculture teamed together to provide home economic teachers locally grown commodities from this, the nation's 8th largest agricultural county, for their 2573 students to see, prepare and taste.

Through the County Office of Education the CattleWomen and CWA provided 345 pounds each of grapes, tomatoes, apples, beef, walnuts, almonds, lima beans and rice to 16 schools representing six districts. Additionally, 124 pounds each of beef, asparagus, strawberries, cherries, cheese and apricots were provided to five schools representing four districts. The teachers received nutritional information, recipes and one pound of product for every six students.

Name, address and phone number of local newspaper contact:

(CCW will send out a news release)

Reed Fujii, The Record, P.O. Box 900, Stockton, CA 95201 209-546-8232

Modesto Bee, 1325 H Street, Modesto, CA 209-578-2028

Activity Summary Form

Media Coverage (print, broadcast and electronic)

Project	Publicity tool	Type	Location	Photo	Publication	Size	Viewers readers
<i>Home Ec</i>	<i>press release</i>	<i>feature</i>	<i>front page</i> <i>food section</i>	<i>yes</i> <i>color</i>	<i>The Record</i>	<i>28"</i>	<i>54,000</i>
<i>Home Ec</i>	<i>press release</i>	<i>photo</i> <i>caption</i>	<i>back inside</i>	<i>yes</i>	<i>San Joaquin</i> <i>Farm Bureau</i>	<i>5"</i>	<i>5,000</i>
Total							59,000

Direct Personal Coverage (classroom, grocery stores, fair booths, demonstrations)

Project	Tool	Audience	Location	Duration	Viewers/ readers
TOTAL					

Summary of Entry

The goal of the San Joaquin-Stanislaus CattleWomen (CattleWomen) was to produce a press release that would generate both newspaper and television coverage of the Home Economics project in San Joaquin County.

The CattleWomen and California Women for Agriculture Chapter of San Joaquin County (CWA) and the county farm bureau teamed together using all of their collective resources to provide home economic teachers locally grown commodities for their more than 3,010 students to see, touch and taste.

This project was offered to all home economic teachers in San Joaquin County. Teachers from 36 schools representing 12 school districts and 3,010 students participated. The eight commodities used were grown in all parts of the county and were donated by growers, packers, processors and CattleWomen.

The CattleWomen wrote and distributed the press release by e-mail and facsimile. It was sent to four newspapers and six television stations. A member called each organization to confirm that the press release had been received.

Only two newspapers responded to the press release. *The Record* requested teacher contact names and possible recipes for a feature article. The *San Joaquin Farm Bureau News* requested a photo.

We were very pleased with the color photos and recipes published by *The Record*. The article was very informative and captured the essence of our project. We were disappointed that none of the television stations responded.

The cost of our press release was minimal in dollars and took about 5 hours of time: writing, calling and finding support items.

It is very challenging to get television coverage in our area. Our television news is generated in Sacramento and the competition for stories is great. Sacramento is the 20th media market in the nation.