

Spring 2008

Sowing Seeds of Interest



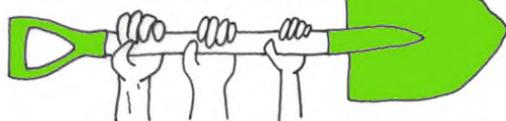
A Guide to Promoting Your Community Garden

This booklet contains facts, tips, and samples to help you promote the concept of community gardening and your own community garden to the people in your neighbourhood, potential sponsors, politicians, and the local media.

Find out how to:

- Plan and promote events
- Find and work with the resources in your community
- Bring people to your community garden

Community Garden Council
of WATERLOO REGION



"Growing Healthy Communities"

Community Garden Council of Waterloo Region

**Produced by a community partnership
with the contributions of:**



**Community Garden Council
of Waterloo Region**



**Kitchener Waterloo
Community Foundation**



Opportunities Waterloo Region



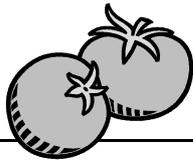
Region of Waterloo Public Health

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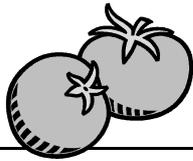
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Promoting Your Community Garden: Introduction

The Purpose of this Package

This package has been prepared to help agencies, community groups, and individuals promote and strengthen community gardening initiatives.

It contains basic information about promoting your community garden to potential sponsors, local politicians, the media, and to the people in your neighbourhood.

Who We Are

The Community Garden Council of Waterloo Region is a group of garden co-ordinators, gardeners, and volunteers interested in building community and supporting urban agriculture. We are an umbrella organization connecting community gardens in Waterloo Region. We started in 1997 with the help of Region of Waterloo Public Health, the Food Bank of Waterloo Region, the Working Centre, community members, and local gardeners.

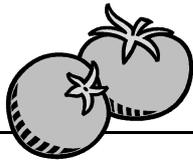
The Council's mission is to promote and support community gardens throughout Waterloo Region. We envision a strong, supportive, infrastructure giving people access to land in order to plant and harvest their own food. We promote and maintain a healthy community gardening movement in the Region through public education, skill building, linking resources and people to community gardens, and sharing information among gardens.

In September 2007, there are 37 community gardens in operation throughout the Region.

How to Reach Us

If you want to start a community garden, join an existing community garden, or need information on community resources on gardening, please call Region of Waterloo Public Health at 519-883-2004 extension 5336 or visit us at www.region.waterloo.on/ph (click resources, then community gardens).

Notes:



Promoting Your Community Garden to the Neighbourhood

Promotion and Outreach

Outreach refers to any activity or series of activities you do to get people involved in your community garden. Outreach is an act of *reaching out* to the people that your garden serves and making the wider community aware of your community garden.



Examples include:

- Asking neighborhood groups to promote the gardens to their members or offer to speak at one of their meetings
- Delivering invitations door-to-door and talking to people about the community garden
- Posting notices about the community garden in public areas like grocery stores, public libraries, playgrounds
- Asking gardeners to promote the garden to their friends
- Putting community garden notices in community newsletters e.g. faith organization bulletins, neighborhood centre or school newsletters
- Setting up a table or booth at community events such as festivals and fairs

Recruiting Members to the Community Garden

Community gardens provide all residents in a neighbourhood a place to come together and learn from each other, regardless of race, ethnic background, socioeconomic status, or level of physical ability. In Waterloo Region, there are several gardens that involve people from a variety of cultures. (There are no gardens that are fully accessible to people with disabilities at this time.) You will want to promote your garden in an inclusive way. Here are some ideas:

- Learn about the people in your neighbourhood
- Look for garden experiences that you may have in common
- Learn about gardening techniques and the fruits and vegetables that are popular with various cultures
- Share and learn about different practices, abilities, and values
- Keep garden pathways clear and wheelchair accessible
- Make raised containers available
- Use clear language and pictures when possible
- Keep everyone in mind when designing and promoting the garden
- Design for a range of ages, sizes, abilities, and income levels
- Create opportunities for people with vision, learning and hearing difficulties
- Reach out to community leaders who are well connected and respected within their own communities; they can help reach out to their communities on your behalf

Promoting the Benefits of the Community Garden

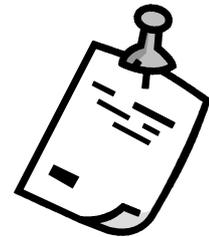
Once you have a sense of who lives in your neighbourhood, you can promote the benefits of your community garden appropriately.

Some benefits to promote are:

- Saving money
- Eating healthy
- Growing organic food
- Protecting the environment
- Gaining volunteer experience
- Exercising
- Increasing physical and mental well-being
- Making friends and networking
- Improving the physical appearance of the neighbourhood

Sowing Seeds of Interest

Provide people with garden hints and tips. Show that gardening doesn't have to be complicated. People can use the information for their own gardens, and it will encourage them to participate and find out more about the community garden.



A hint sheet can include brief items like:

- Gardening “secrets”
- Planting and watering tips
- Composting advice
- Fertilizing tips
- Tips for organic gardening
- Advice on growing in small areas, indoors, and on balconies, for people with limited space
- Money-saving tips
- When to plant certain seeds and plants
- The differences between annuals and perennials
- Information about gardening zones and plants that grow best locally
- Information about the type of soil in your neighbourhood

Involving Children and Youth

Ask a local high school for teenagers who want volunteer experience. Speak to local schools about being included in their newsletters, especially if your garden has a program geared to children.



Designing a Poster

A poster is a great way to get the word out about your community garden, and to attract interest. A professional-looking poster makes an excellent first impression.

Start by writing down everything that you want to include on the poster. Provide the essential information. A catchy title will grab the reader's attention. An interesting picture can also attract readers.

Map out the poster on a piece of paper. This will give you some idea of what the final poster will look like, and will help you with layout.

Keep an eye on the flow of information. Try to keep the text alignment and spacing consistent.

Use simple colour schemes, with colours that are easy on the eyes. Don't use too many colours. To keep printing costs low, use black ink on coloured paper. Make sure that the colour of the paper is light enough so the words can be seen.

Using Fonts

Simple, clear fonts are the best to use for text. Avoid fonts that are too flowery and difficult to read. For visual effect, avoid using italics, and don't use handwriting or calligraphic fonts. The text of the heading should be large and easy to read from a distance, in order to grab attention.

Including Images

Images and graphics should be of good quality, and should be relevant to the information.

Clip-art drawings can sometimes be more effective than photos.

Often, one large image works better and looks more professional than a few small images.

Avoid clutter. Complicated drawings and borders can be distracting. Graphics shouldn't take attention away from the message of the poster.

What to Say

Posters should include:

- The date and time of the event
- The name of the event
- The name of the garden
- Contact info, including phone number, e-mail address, and best contact times
- Your garden's logo, if available
- A map to the garden
- How to find out more, such as web site links

Note: see the sample poster on page 7.

Planning an Event

You may want to plan an event to promote the garden. Depending on the type of event, it can take place in or near the garden, or in a community centre or church. You may be able to get the space donated. Having the event in the garden itself is a great introduction to the garden. You can indicate where the available plots are, and show people where they could be growing their own food.

Decide what type of event to have. These can include:

- An “open house” tour of the garden space
- A garden workshop
- A garden tour, to provide people with inspiration
- A seed or plant exchange or sale
- A picnic or strawberry social
- A corn roast or barbecue

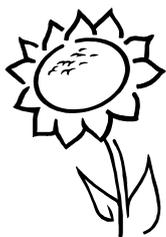
Start planning early for the event. Public service announcements can be broadcast on the radio free of charge. However, these often require six weeks to two months notice. These are a great way to advertise an event. You should start distributing posters and information at least a month ahead of the event, so that people can mark their calendars. You may want to find a sponsor for your event. A sponsor helps out with the event in some way. For example, a church may offer its space free of charge or a local business may provide free food for a barbecue. These sponsors may require as much as two months notice. (Remember you may need to get a permit from your local municipal government for some types of events.)

Create a Check List for Your Event

To ensure that nothing gets missed, create a check list for your event. Decide what needs to be done, and assign duties.

A check list should include:

- Obtaining permission from sponsors and property owners
- Obtaining a permit from the city (if necessary)
- Advertising - determine what type and where it will be distributed
- Assigning people to distribute ads, and get the word out
- Sending out the press release and public service announcement
- Listing the event in community listings in the paper and on the internet
- Following up with the media
- Getting the necessary supplies for the event, in the appropriate quantity. This may include tables, chairs, dishes, cutlery, food, materials for a workshop
- Creating signs to direct people to the event
- Ensuring that you have enough volunteers for the event, and that everybody knows their duties
- Planning for good or bad weather, e.g. shelter, if it rains in the garden
- Thanking your sponsors, volunteers, and participants after the event



Cloverdale Neighbourhood
Community Garden
presents...

Community Garden Party

Tuesday, October 29, 2007

7:00 – 9:00 pm

Room 508, Cloverdale Community Centre

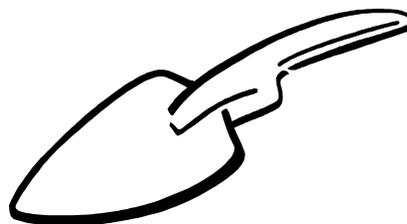
Featuring: Rosie Redd, Master Gardener

Rosie will show us how to cook and enjoy the fruits of our garden labours.

Learn how you can join in the community garden experience.

Join our Swap

Have a tool? Need a tool?
Participate in our tool swap.
Find the right tool for you!

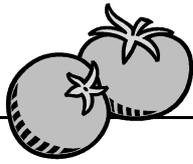


Too much zucchini? Not enough tomatoes?
Bring and swap garden produce and seeds!



For more information, contact:
Lily Undergrown, Coordinator
(519) 235-1122

Notes:



Promoting Your Community Garden to Potential Sponsors

What is Sponsorship?

Sponsorship is help that you can receive from local corporations; businesses and service clubs, etc. Sponsorship may include a cash donation, in-kind support, services or products.

Sponsorship is different than a charitable donation in that sponsorships usually trade mutual benefits. The community garden receives some form of assistance and the sponsor benefits as well. For example, the benefit to the sponsor is often increased visibility in the community and advertising.

Potential sponsors are:

- Businesses
- Churches
- Community Centres
- Service Clubs

Why is Sponsorship Important to Your Community Garden?

Community Gardens need a way to self sustain and get much needed resources. Finding sponsorships for specific events or special projects are an option to seriously consider.

Consider sponsorship as a strategy for:

- Starting your garden
- Sustaining your garden

Sponsorship can also:

- Increase your garden's credibility and visibility
- Help recruit gardeners
- Provide land, liability insurance, infrastructure and supplies

Finding Potential Sponsors

If your garden is hosting an event or has a new garden project, sponsors can help pay for the costs or can provide practical supports needed for success.

Often sponsors have limited room in their budgets for marketing and supporting community events like community gardens and they receive a lot of requests. You have to present your project in a way to attract their support.

You need to persevere with sponsorship requests. Not every request you make will be granted.

Steps to Take for Sponsorship

Step 1: Make a project plan to include these key basics:

- Name of the project or event
- Purpose or goal of the project or event
- Description of what the project or event is and why it is important
- Who is the target audience
- What your group's role will be
- How you will promote the project
- What resources are needed
- Estimate costs for labour, materials, publicity
- Calendar of events for the project
- List of benefits for the sponsor

Step 2: Create a work plan for your group

- Brainstorm what needs to be done
- Create a list of activities needed to get it done
- List who will do what by what time
- Create a work calendar
- Recruit extra volunteers as needed

Step 3: Research and recruit potential sponsors

- List all of the potential sponsors in your community. Is there a bank, a garden centre, a service club, a community centre, a retail store, or business in your neighborhood?
- Find out who has a connection with any of the potential sponsors. Someone who knows a sponsor will likely have more success gaining sponsorship than someone who does not
- Make a list of what you can offer a sponsor. Sponsors like recognition for their contributions and some sponsors like perks. Some ideas include:
 - Logo or name on all promotional materials e.g., posters, invitations
 - Invitations to any media or special events
 - Opportunities to speak
 - Displays at events
 - Sponsor banner at event/project
 - Naming rights to the event/project or a garden plot
 - Acknowledgement of contributions at community events or on the community garden website
 - A garden plot for their employees
 - Some fresh garden produce

Step 4: Get in the sponsor's door

- Research your potential sponsor
 - Who is the right person to ask about sponsorship?
 - What is the organization's sponsorship policy?
 - What type of events have they already sponsored?
- Make contact with your sponsor

A personal meeting is always best. A few tips for meeting are:

 - Make an appointment
 - Present your project or event in a positive light
 - Confirm your appointment and be on time
 - Open with a smile; introduce yourself and your garden
 - Begin your request with an opportunity for the sponsor (i.e. the community garden will be launching a new project and will offer publicity opportunities to the sponsor)
 - Describe the project and give the potential sponsor a copy of the project plan
 - Highlight the sponsorship benefits
 - Ask the sponsor how they can contribute (funds, in-kind supports or services or products)
 - Agree on next steps
 - Thank them for the meeting

Using the telephone:

- Start by introducing yourself and the garden
- Offer the publicity opportunity for sponsorship, describe the project and highlight the sponsoring benefits
- Ask who you should speak to about sponsoring your project
- Get their address, telephone number and e-mail address

Using mail or e-mail:

- Provide a one sheet cover letter – introducing your project, highlighting the sponsorship benefits and summarizing the benefits of the project
 - Attach the project plan, resources needed and list of potential sponsorship benefits
- Make sure you give your contact information – leave a business card, make it a part of your email signature or include it in the project plan

Step 5: Keep your sponsor “in the loop”

- Thank your sponsor
- List the sponsorship benefits you have agreed to provide
- Send a checklist of next steps on which you have agreed
- Provide updates and highlight deadlines of which the sponsor needs to be aware i.e. providing logos for promotional materials
- Invite the sponsor to special events in the garden
- Provide a brief summary of the project once it is completed, thanking the sponsor for contributions made

Sample Project Plan

Who We Are:

Contact Person: Lily Undergrown

Community Garden: Cloverdale Community Garden

Mailing Address: 50 Pine Street South, Gardenville, ON. G1N VU2

E-mail: lundergrown@g-mail.ca

Telephone Number: 519-235-1122

Our Project:

Name of the project:	Cloverdale Community Garden New Beginnings	
Purpose/goal of the project:	To increase local food access and build a stronger, more connected Cloverdale Neighborhood.	
Description of the project and why it is important:	Volunteers from the community have secured land on the Cloverdale First Church property which will be used for the location of the Cloverdale Community Garden. The garden will be a communal garden which will be open to members of the community. Gardeners will plant, maintain and harvest their produce together providing food for themselves and their families. Excess produce will be donated to the Cloverdale First Church Soup Kitchen. The youth will create a garden sign and scarecrow.	
Who is the target audience:	Residents of the Cloverdale Neighborhood	
How we will promote the project:	Fliers, posters, church and neighborhood newsletter, community bulletin boards	
Resources needed:	<ul style="list-style-type: none"> • Garden tools, fencing, seeds, water tank • Paper and print for promotional materials • Rototilling • Paint, craft supplies 	
Estimate costs for labour, materials, publicity:		
Item	Estimated Cost	Labour
Print	\$300	Volunteer will design promotional materials
Gardening equipment: Shovel, spade, rake, hoe, hose and nozzle, watering can, lock, wheelbarrow, fertilizer, garden cones, trowel toolkit, shears, file	\$550.00	Church will provide water access
Storage shed, picnic table	\$350.00	
Rental of rototiller	\$60.00	
Wood and craft supplies	\$200.00	
What the group's role will be:	We have six volunteers on the garden committee who are willing to do the planning, promotion and organization of the garden. They will arrange the rototilling and recruitment of gardeners, community events at the garden.	

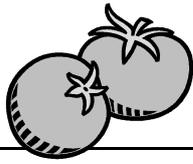
Sample Calendar of Activities and Sponsorship List

Calendar of Events

April	May	June	July	August	September
1. publicity 2. recruitment 3. get supplies 4. garden policies	1. garden opening ceremony 2. garden meeting 3. garden work schedule 4. stake out garden 5. rototill 6. plant	1. youth sign 2. children's scarecrow 3. weed, water, compost Mondays & Friday	1. weed/water schedule 2. harvest pick-up Fridays 3. donations to church	1. weed/water schedule 2. harvest pick-up Fridays 3. donations to church 4. garden clean-up and potluck	1. garden closing 2. community corn roast

Sponsorship List

Potential Sponsor	Fit with project	Donations		Benefit to Sponsor
		In kind	Cash	
Cloverdale First Church	Community building, charity	* Water * Meeting space * Use of photocopier	nil	Donation to soup kitchen
Cloverdale Neighborhood Association	Community building, recreational activities	* meeting space * promotion in community newsletter		Acknowledgement of contributions at events.



Promoting Your Community Garden to Politicians

Working with politicians is usually an ongoing process rather than a one-time event. It can require the establishment of a long-term relationship with local politicians and their staff. Often, politician's staff can provide you with the necessary background information on your issue before you meet the politician. To be effective, you should work with staff as much as possible.

Why Is It Important to Promote Your Garden to Politicians?

Politicians:

- Make decisions about your community
- Want to improve the community
- Like to make a difference
- Have connections to valuable resources

Limitations Politicians May Face

Politicians:

- Are busy
- Do not have enough resources to meet demands
- Have to balance competing demands within the community

Which Politician Do You Contact?

Politicians who:

- Have been elected in your area
- Have the portfolio and power to act on your request
- Have similar interests and goals, e.g., like to garden, believe in community building or are concerned about the environment
- Belong to committees that advance community garden goals

How to Find Your Politician

Call the clerk's department or visit local government websites and search if there are any policies or services available for community gardens (see list below). Find out which:

- Ward councilor is elected in the neighborhood where your garden is located
- Council committee covers environmental, horticultural, community policies, along with the contact numbers of the chairperson
- Resources like grants, services or supports are available

What Do You Promote?

- A problem to be solved with possible solutions
- Community benefits, and personal impact
- Specific needs to start a community garden
- How the politician can help

How Do You Persuade Politicians?

Community garden members can each play a role in talking to politicians but may have different comfort levels in contacting them. You can help them by providing a one page fact sheet about the garden. Some options are:

Letter writing/e-mail

- Ask each of your interested members to write a personal letter
- Give members the name and address of the politician
- Ask members to write the letter in their own words, to be positive in the request, to support the request with any data or personal experiences they have, and to suggest possible ways the politician can help
- Ask faith organizations, community centres, or community garden networks to write a letter of support
- Use e-mail etiquette – avoid using acronyms, bolding or uppercase letters

Phoning

- Provide the telephone numbers needed
- Talk to staff about the nature of your call
- Leave contact information
- Have a list ready of the main points you want to discuss
- Answer any questions; admit if you do not know the answer - offer to find it
- Keep a positive and polite attitude

Making Personal Visits

- Call for an appointment
- Tell the staff what you need the appointment for
- Confirm your appointment and be on time
- Introduce yourself and the garden you are representing
- Be positive and friendly
- Be concise and specific about the purpose of your visit
- Give reliable information to support your request
- Talk about the positive benefits of the garden and your proposal

Making Personal Visits continued...

- Talk about the personal impact the proposal will have on gardens/gardeners
- If you want to change a by-law, give the correct number of the by-law
- Ask the politician how she/he can help your garden
- Thank the politician for his/her time
- Leave a summary of your request with fact sheets
- Provide your contact information

Attending Municipal Forums and Meetings

- Keep an eye open for any public meetings
- Call and register members of your garden committee, with contact information
- Prepare a one page fact sheet about your community garden proposal or event
- Be on time
- Have a short, well-prepared presentation ready
- Stay within your time limit unless politicians ask for more information

Following Up

- After each letter, telephone call, or visit, ask members to share the replies they receive. Write a thank you letter to your politician, and keep them updated on any progress

Sample Letter to a Politician

Lily Undergrown
50 Pine Street South
Gardenville ON
GIN VU2
519-235-1122

April 1, 2007

Ms. City Politician
Ward 7 Councilor
City of Gardenville
25 Main St
Gardenville ON
G0T H20

Dear Ms. City Politician,

I am pleased to announce that residents within the Cloverdale Neighborhood are keen on starting a Community Garden within the neighborhood. We feel it is a great way to bring the community together and enhance the neighborhood. We will need your help in key areas involving municipal support and we are inviting you to be a part of our venture.

The benefits of a Community Garden are numerous:

- Improves the physical, emotional, and spiritual health of neighborhood residents
- Increases community safety by reducing crime rates
- Preserves the environment
- Increases neighborhood market value

We need help in finding:

- Access to water for the garden and suitable land
- Garden sponsorship to purchase necessary garden equipment
- Municipal support tilling the land and providing waste disposal

We would like to arrange a meeting with you to discuss this request in greater detail and we would be honoured to invite you to one of our planning meetings. Please consider how you can support this very worthwhile project.

Respectfully Yours,
Lily Undergrown
Community Garden Coordinator

Sample One-Page Fact Sheet

Cloverdale Community Garden Fact Sheet

The Cloverdale community has a population of about 10,000 people. The neighborhood features a large number of apartment complexes which creates the need for green space. Many of the people are part of average size families with slightly lower income compared to other communities. Our community also has a high number of single parent families and families with different ethnic backgrounds.

One of the major challenges our community faces is a higher turn-over of residents within the community. It is more difficult to get to know and connect with people, and some of the residents' income levels prevent membership in many of the recreational programs available.

A community garden with low to no membership fees is a project that will help bring members of the community together. It crosses cultural and economic barriers as people from all cultural and economic backgrounds can participate. Community gardening is a great resource for low-income families as gardening provides a recreational outlet as well as a way for families to access fresh, affordable food.

Other benefits of community gardens are:

- Health benefits including physical activity, good nutrition, peace and tranquility
- Social benefits including opportunities for people to meet and greet their neighbours
- Environmental benefits including greater biodiversity, reduced urban heating and reduced ground water runoff
- Community safety benefits including reduced rates in crime and vandalism
- Community beautification benefits

Challenges in starting a community garden are finding:

- a rototiller and suitable land
- a water source
- someone to call to see if the land is safe to use, if there are underground lines, etc.,
- start-up funding for the purchase of gardening supplies
- low cost ways to promote the community garden

Local Government Contact Information

City of Cambridge

519-623-1340

City Clerk (Mayor's Office)
Community Trust Funds
Community Services Dept

www.city.cambridge.on.ca

519-740-4517

519-740-4681

519-740-4681

City of Kitchener

519-741-2286

City Clerk (Mayor's Office)
Community Garden Grant
(Ted Potworka,
Supervisor of Horticulture)

www.kitchener.ca

519-741-2286

519-741-2890, ext 4

City of Waterloo

519-886-1550

City Clerk (Mayor's Office)
Rhonda Larsh,
(Park Technologist/ MLEO
Parks & Works Services)

www.city.waterloo.on.ca

519-747-8549

519-747-8606

rlarsh@city.waterloo.on.ca

Township of North Dumfries

519-621-0340

www.township.northdumfries.on.ca

Township of Wellesley

519-699-5322

www.township.wellesley.on.ca

Township of Wilmot

519-634-8444

www.wilmot.ca

Township of Woolwich

519-669-1647

www.township.woolwich.on.ca

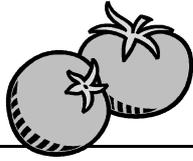
Regional Municipality of Waterloo

519-575-4400

Public Health Dept

www.region.waterloo.on.ca

519-883-2004 ext 5336



Advertising Your Community Garden in the Media

One way to promote your community garden is through the media. Media releases and Public Service Announcements help you send the correct information to a wide audience.

What Is a Media Release?

A media release is a statement written for members of the news media. Reporters use the information in a media release to create an article or news story, which then gets published or broadcast to the appropriate audience.

A media release needs to be newsworthy. Your media release should have information that is interesting and timely. News about community gardens can be linked to many local issues, such as improving your neighbourhood or the environment.

Why Send a Media Release?

You can send a media release:

- to advertise an upcoming event
- to report on a significant milestone
- to promote a new garden, or advise of a change to an existing garden

Where Do You Send Your Media Release?

You should keep an updated list of local news sources (see list below). This list can include newspapers, television, radio, and the internet.

You should consider both large newspapers and small community papers. Many community groups and neighbourhood associations have their own newsletters and newspapers meant for a very local audience. The University of Waterloo, Wilfrid Laurier and Conestoga College also have student newspapers.

For children's programs, you can try the newsletters for local schools. Local churches may also provide space in their newsletters and church bulletins.

Rogers Cable and CTV both have local contacts in Waterloo Region. Also, there are several local radio stations.

The Record serves the entire Region of Waterloo. Other local papers have free distribution, and serve different cities or neighbourhoods.

How Do You Write a Media Release?

To ensure that your news gets published, the information must be well presented and easy to understand. It must also be relevant.

You should include contact information - a name and phone number, as well as an e-mail address and web site, if applicable. You can use a letterhead, but you should also indicate the contact information in the body of the media release.

The Title of the media release should be like a headline: clear and brief.

The first paragraph of the media release must be short – no more than three to five lines. You should cover the main points. The information should answer the standard news questions: *Who? What? Where? When? Why? and How?*

Provide details in the following paragraphs.

Try to keep the length of the entire press release to one page, double-spaced. It should be no more than two pages.

Keep your sentences short and clear. Stick to the facts. Be specific with your details. Don't use a lot of adjectives and adverbs. Flowery gardens are good, but flowery speech can be confusing.

Use words that are short and easy to understand. For example, instead of "horticultural implement", use "garden tool".

or **- 30 -** are used to indicate the end of the media release.

You can attach supporting information, such as a poster or brochure, to the media release, if necessary.

Contacting the Press

First, find the right person to contact. If a newspaper, television station, or radio station has a specific contact for community groups, speak to that person. If you're not sure who the contact person is, ask.

Keep a list of your contacts, so you don't have to ask every time. Make sure the list stays up-to-date.

Following Up

If you don't hear back within a week after sending your media release or public service announcement, be sure to follow up. Call the contact person, and ask if he or she has had a chance to review the media release. Offer to provide more information.

Interviewing

You may be asked for an interview, either for print or for broadcast.

Prepare questions and answers in advance. Make sure you have all of the facts you need before the interview. Make sure the facts are correct. Don't guess. If you don't know the answer to a question, tell the reporter you will find out.

If the interview is for television or radio, remember that you represent the garden. You should look and sound professional and knowledgeable.

Someone will speak with you before the interview, to prepare you. They will ask you a few questions, and try to get a sense of what your message is. They should also prepare you, by going through some of the questions that will be asked in the interview.

In the interview, try not to answer questions with "yes" or "no". Give details, but don't get carried away. Let the interviewer have control over the conversation. The interviewer knows what the audience will want to hear.

Be able to explain why your news is important. Show enthusiasm. Show how interesting and relevant community gardening is.

Public Service Announcement

A Public Service Announcement is a message that is considered helpful to the public. Radio and television stations provide a small amount of free air time for public service announcements, usually no more than 20-30 seconds. These are usually announcements for community events, (e.g. fundraisers, "gardeners wanted").

Many newspapers have free community calendars. If you are advertising an event, you can have it advertised for free in many listings.

There are a number of community calendars on the Internet. Many media sources have free space on the Internet for advertising community events. The Chamber of Commerce for your area has community listings on the Internet. A few sites are included in the media list.

For announcements and community calendars, you should prepare a brief version of the information, with only the most important details.

Sample Press Release

PRESS RELEASE

For Immediate Release

May 1, 2007

Contact:
Lily Undergrown
519-235-1122

Cloverdale Community Garden Announces Open House

Gardenville - Residents in the Cloverdale Neighbourhood are holding an Open House this Saturday, May 8th, for neighbours interested in building a new community garden. The Open House is being held at the garden on the corner of Park Avenue and Garden Street, and runs from 8 - 5 p.m. People can learn about the benefits of community gardening, including how to save the environment and keep neighbourhoods safe.

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Sample Public Service Announcement

CLOVERDALE COMMUNITY GARDEN Public Service Announcement

October 16, 2007

Public Service Announcement

Wanted - all Community Garden Coordinators, Interested Community Gardeners!

Join us at our annual community garden party on Monday, October 29, 2007, 7 - 9 p.m., Room 508, Cloverdale Community Centre, 50 Pine Street South, Gardenville, Ontario.

Featuring: Rosie Redd, Professional Tomato Fancier.

Exciting food demonstration and sampling. Bring and swap garden produce and seeds. Call 519-235-1122 for more information.

Local News Contacts

Newspapers

Name	Address	Phone	Fax
The Record	160 King St E Kitchener, ON N2G 4E5	519-894-2231	519-894-3829
Ayr News	40 Piper St, Box 1173 Ayr, ON N0B 1E0	519-632-7432	519-632-7743
Cambridge Times	1460 Bishop St Cambridge, ON N1R 7N6	519-623-7395	519-623-9155
Elmira Independent	24 Church St, Box 128 Elmira, ON N3B 1R0	519-669-5155	519-669-5928
Guelph Mercury	8-14 MacDonnell St Guelph, ON N1H 6P7	519-822-4310	519-767-1681
Guelph Tribune	650 Woodlawn Rd W, Unit 12 Guelph, ON N1K 1B8	519-763-3333	519-763-4814
New Hamburg Independent	77 Peel St New Hamburg, ON N3A 1E0	519-662-1240	519-662-3521

Waterloo Chronicle	279 Weber St N, Unit 20 Waterloo, ON N2J 3H8	519-886-2830	519-886-9383
Woolwich Observer	20-B Arthur St N Elmira, ON N3B 1Z9	519-669-5790	519-669-5753

Magazines

Name	Address	Phone	Fax
Exchange Magazine	P.O. Box 41030 Waterloo, ON N2K 3K0	519-886-0298	519-886-6409
Grand Magazine	160 King Street E Kitchener, ON N2G 4E5	519-894-2250	

Community Newsletters

Neighbourhood	Address	Phone	Fax
Stanley Park	10 Edinburgh Rd Kitchener, ON N2B 1M5	519-578-8228	519-578-8228
Forest Heights / Forest Hill / Laurentian West	66 Forestwood Dr Kitchener, ON N2N 1B3	519-741-5892	519-741-5892

Television

Name	Address	Phone	Fax
CKCO TV (CTV)	864 King St W Kitchener, ON N2G 4E9	519-741-4430	519-743-0730
Rogers Cable 20	85 Grand Crest Pl, Box 448 Kitchener, ON N2G 2L6	519-893-4400	519-893-5861

Radio

Name	Address	Phone	Fax
91.5 The Beat CKBT	235 King St E, Suite 120 Kitchener, ON N2G 4N5	519-741-9915	519-568-6390
96.7 CHYM FM/ 570 News	305 King St W, (11th Floor) Kitchener, ON N2G 1B9	519-743-6397	519-743-9025
Kool FM/ Oldies 1090	255 King St. N Waterloo, ON N2J 4V2	519-884-4470	519-884-6482
107.5 Dave FM CJDV	1315 Bishop St Cambridge, ON N1R 6Z2	519-621-7510	519-621-0165
CIMJ FM 106.1/ CJOY AM 1460	75 Speedvale Ave. E Guelph, ON N1E 6M3	519-824-7000	519-824-9908
98.5 FM CKWR	375 University Ave. E Waterloo, ON N2K 3M7	519-886-9870	519-886-0090
CKMS FM 100.3	University Ave. W. Waterloo, ON N2L 3G1	519-886-2567	519-884-3530
KICX FM 99.5	490 Dutton Dr, Unit 2C Waterloo, ON N2L 6H7	519-746-3331	519-746-3364
FAITH FM 94.3 CJTW	659 King Street E Kitchener, ON N2G 4H6	519-575-9090	519-575-9119
CJIQ FM	Room 3B15, Conestoga College, 299 Doon Valley Dr Kitchener, ON N2G 4M4	519-748-5220	

Web Sites with Community Listings

Name	Site	Phone
Cambridge Chamber of Commerce	www.cambridgechamber.com	519-622-2221
Greater KW Chamber of Commerce	www.greaterkwchamber.com	519-576-5000
Cambridge Now	www.cambridgenow.ca	519-620-2889
Snap (Kitchener-Waterloo)	www.snapkw.com	519-573-7627