

Southeast Minnesota Media Packet

For Natural Resources Events and News

www.frc.state.mn.us/Landscp/SERegion.html

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Purpose

To provide individuals in Dodge, Fillmore, Goodhue, Houston, Mower, Olmstead, Wabasha, and Winona Counties with key sources for contacting the media for events and news releases.

Process

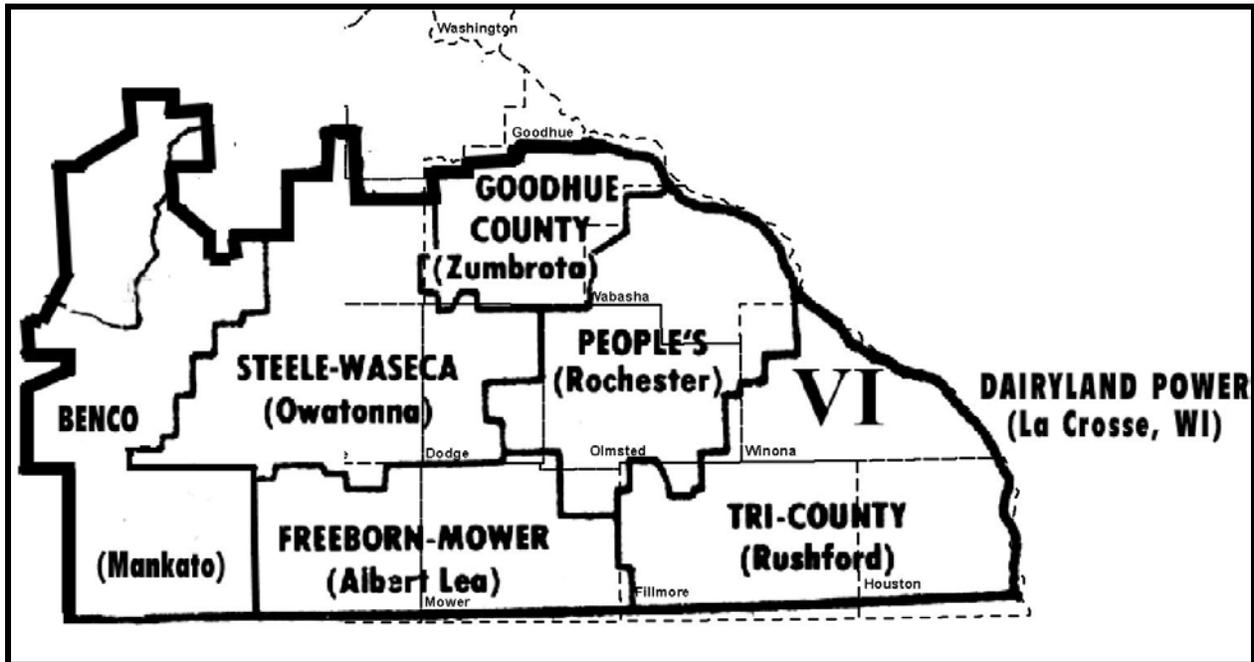
- 1) Establish event and write up event summary, or write news release.
- 2) Send out to established list of media contacts (newspapers, organizations, internet calendars, email lists, establishments in towns).
 - The more lead time the better, at least 2 months is recommended so that the event can get posted in newsletters, calendars, and email lists.
 - Also make sure the event description or news release is worded correctly for the audiences you are submitting it to (e.g. rural electric newsletter readers may not have as much forestry knowledge as community forestry newsletter readers)
- 3) If needed, solicit assistance for media requiring payment.

Newspapers

- Listing of newspapers by county - www.mnnews.com/countylist.html
- Major newspapers (circulation greater than 5,000)
 - Austin - Daily Herald - www.austindailyherald.com (507-433-8851)
 - Harmony - River Valley Reader - www.hometown-pages.com (507-886-2453)
 - Preston - Fillmore County Journal - www.fillmorecountyjournal.com (507-765-2151)
 - Red Wing - Republican-Eagle - www.republican-eagle.com (651-388-8235)
 - Rochester - Post-Bulletin - www.postbulletin.com (507-285-7600)
 - Winona - Daily News - www.winonadailynews.com (507-454-1440)
 - Winona - Post - www.winonapost.com (507-452-1262)

Organizations with Newsletters

Minnesota Rural Electric Associations



- Goodhue County Cooperative Electric (507-732-5117, 800-927-6064) - www.gccea.com
 - Monthly newsletter
- People's Cooperative Services (507-288-4044) - www.peoplesrec.com
 - Monthly newsletter
 - Members can place ads online
- Tri-County Electric Cooperative (507-864-7783, 800-432-2285) - www.tec.coop
 - Monthly newsletter
- Freeborn – Mower Cooperative Services (507-373-6421, 800-734-6421) - www.fmcs.coop
 - Monthly newsletter
 - Members can place ads online
- Steele – Waseca Cooperative Electric (507-451-7340) - www.swce.com
 - Monthly newsletter
 - Members can place ads online

Miscellaneous Organizations

Land Stewardship Project – Nationwide organization

- 6 newsletters/year www.landstewardshipproject.org/news-lsl.html (612-653-0618)
- online calendar www.landstewardshipproject.org/index-calendar.html

The Minnesota Project – Statewide organization (www.mnproject.org)

- Quarterly newsletter (www.mnproject.org/publications/newsletter.htm)

Natural Resources Conservation Service (www.mn.nrcs.usda.gov)
Soil and Water Conservation Districts (www.maswcd.org)
Farm Service Agency (www.fsa.usda.gov/mn/mn.htm)
University of Minnesota Extension (www.extension.umn.edu)

- Dodge County
 - NRCS, SWCD, FSA (507-374-6430)
 - Approximately quarterly newsletter
 - Extension (507-374-6435)*
 - Monthly newsletter
- Fillmore County
 - NRCS, SWCD (www.fillmoreswcd.org), FSA (507-765-3878)
 - Approximately quarterly newsletter
 - Extension (507-765-3896)*
 - Monthly 4-H newsletter
- Goodhue County
 - NRCS, SWCD (www.goodhueswcd.org), Extension (651-923-5286)
 - Approximately quarterly newsletter, in future might be online
 - Extension website has news releases*
 - FSA (651-923-5300)
 - Approximately quarterly newsletter
- Houston County
 - FSA, NRCS, SWCD, Extension, DNR (507-724-5261)
 - Approximately quarterly newsletter
- Mower County
 - FSA, NRCS, SWCD (www.mn.nrcs.usda.gov/partners/maswcd/Mower/) (507-434-2603)
 - Monthly newsletter
- Olmstead County
 - NRCS, SWCD (507-280-2850), Extension (507-285-8250), FSA (507-282-6153)
 - Approximately quarterly newsletter
 - Monthly 4-H newsletter
- Wabasha County
 - NRCS, SWCD (651-565-4673), FSA (651-565-3345), Extension (651-565-2662)
 - Approximately quarterly newsletter
- Winona County
 - NRCS, SWCD (winonaswcd.org) (507-523-2171), FSA (507-532-2173)
 - Approximately quarterly newsletter
 - Extension (507-457-6440)*
 - Approximately quarterly newsletter

* University of Minnesota Extension: Currently county offices listed above send out newsletters, however by next year it is possible that newsletters will come out of the Rochester Regional Office.

Internet Calendars

- Community Forestry Resource Center: <http://www.forestrycenter.org/cfrc/Calendar/Cal.cfm>
- MN Environmental Education: <http://www.seek.state.mn.us/calendar.cfm>
- MN Sustainable Communities: <http://www.nextstep.state.mn.us/calendar.cfm>
- Winona Daily News: <http://www4.xpresssites.com/lee/lacrosse/de/calendar.jsp>
- Republican Leader Lanesboro Preston: <http://www.hometown-pages.com>

Email Lists

- UMN AgroFor (<lists.extension.umn.edu/mailman/listinfo/agrofor>):
email agrofor@extension.umn.edu
- MN Sustainable Communities Network (www.nextstep.state.mn.us/join.cfm), 2,400 people:
email nextstep@moea.state.mn.us
- Community Forestry Resource Center News, 1,200 people:
email forestrycenter@iatp.org
- MN Forest Resources Council Southeast Landscape Committee (www.frc.state.mn.us/Info/news/e_news/index.html), 70 people:
email chad.skally@dnr.state.mn.us

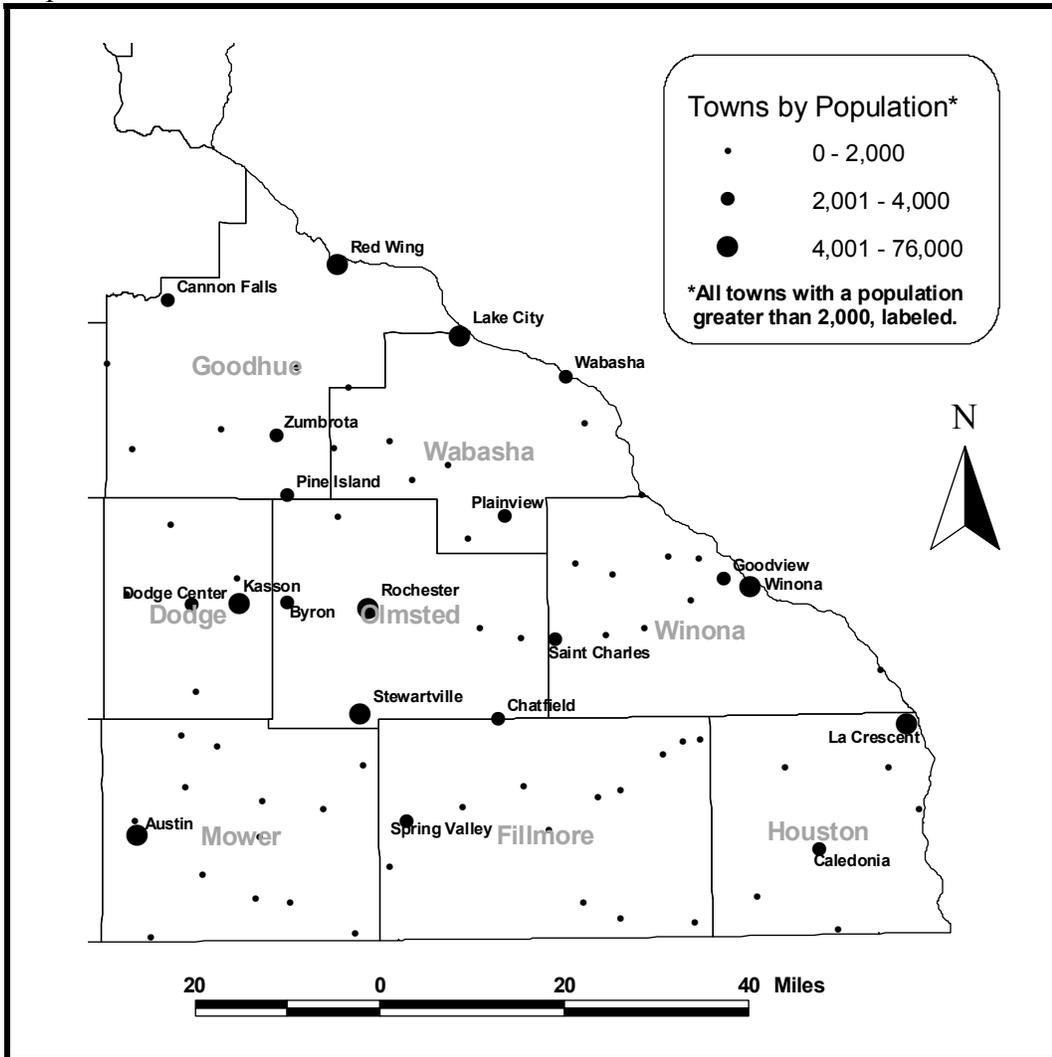
Sources for Funding and Posting Media Materials

- Community Forest Resource Center
- Minnesota Department of Natural Resources: Regional Information Officer (507-359-6014)
- Minnesota Forest Resources Council: Posting News Releases (651-603-0109)

Places to Post Flyers

Churches, City Halls, Local Stores

Map of Towns in Southeast MN



Other Resources

This is not an exhaustive list of all possible media contacts in the region. There are many more local newspapers. Also there are local and statewide TV and radio stations that might be interested in news releases and events going on. When putting on an event try to think of where the people you want to show up get their news from. And it is always a good idea to ask around for ideas on where to post news and events in local areas.

Information and maps put together by Minnesota Forest Resources Council staff with assistance from the Southeast Landscape Committee.