



SHARE YOUR FARM STORY: MEDIA & PUBLIC RELATIONS TOOL KIT
Farm & Agriculture Resources for Media (FARM)
WAYS TO GENERATE MEDIA

STEP 1: Identify your media goals

In addition to increasing awareness of sustainable agriculture, what do you want to accomplish specifically for your farm business with your media efforts? For example, do you want to introduce a new product or invite your community to a farm field day?

STEP 2: Create your compelling story

Identify your strengths, unique characteristics and what makes your business and background special.

Note: “Create Your Compelling Story” Worksheet in Tool Kit takes you through Steps 1 and 2.

STEP 3: Develop a media list

Compile a list of media contacts, including the names of writers, journalists or producers who regularly cover related topics. Start a file of articles published or aired by those journalists since this might be a way to make an initial contact. When contacting someone it often helps to note a story that you enjoyed that they wrote or produced.

STEP 4: Write a press release

Follow the standard press release format. See the sample press kit for a free downloadable template.

STEP 5: Time your press release

Most magazines work ahead from three to six months (or more) when covering a story. Request an editorial calendar that lists upcoming article topics since publication issues may have themes which you might be able to tie into. In contrast, television and newspapers look for stories about one to two weeks in advance. Often radio programs consider stories two to five weeks in advance of their airdate. Blogs tend to be immediate with shorter lead times.

STEP 6: Submit your release

E-mail your release, then follow up with a telephone call or e-mail about one or two weeks after that to make sure they received it. Ask the assignment editor, producer or journalist if the story has been “assigned,” or if it is still being reviewed.

STEP 7: Accept and manage the interview (and photography session)

The interview or meeting can be the most enjoyable part of working with the media. Relax and just be you. Your enthusiasm will carry the interview, but don’t forget to share the key items you care most about. Avoid “going off the record” about anything and minimize detailed or complex issues. A little warm hospitality goes a long way with journalists; send them home with some of what you grow, or offer a meal during their visit featuring the products you raise or grow.

STEP 8: Offer thanks for the media coverage.

After an article or story has run or aired, send a thank you note with ideas for future story ideas.