



National Sustainable Agriculture Coalition

SHARE YOUR FARM STORY: MEDIA & PUBLIC RELATIONS TOOL KIT Farm & Agriculture Resources for Media (FARM) HOW TO CREATE A PRESS KIT

Press Kit Definition

A press kit (also called a media kit) provides the media with quick and easy access to concise information about your farm. The media kit is important because writers and reporters, like farmers, are busy people, often writing on deadline. The easier you can make their job, the more likely they will include your operation in their piece and call on you in the future as a source. Consider the press kit your “public showroom” where you can control how your farm is portrayed to the media. The goal of the elements of this kit is to entice the reporter to call for more information and an interview. The kit also provides opportunity for the reporter to quickly fact check their piece to make sure they have accurate information on your farm.

Press Kit Tips

- Include your contact information on each page and farm logo (if you have one).
- Make sure the on-line pages of the press kit are formatted so they will print in a readable fashion.
- Include quotes from you throughout the kit that reporters can pull directly and attribute to you. This will increase the chances of a reporter including a quote from you if they are on deadline and unable to reach you in person.
- Create the elements so they are easy for a journalist to quickly skim. Use short sentences and bullet points.
- Don't use agriculture jargon without explaining what it is. Include definitions for words such as “CSA,” community supported agriculture.
- Consider the press kit a live document and keep information accurate and updated.
- Structure and write the press kit using the elements listed below. It is important to structure the kit in a way that's familiar to journalists.

Press Kit Key Elements

1. Farm Fact Sheet

- Quick and concise overview of key farm information.
- Starter templates (downloadable Microsoft Word documents) available via FARM Toolkit.

2. Farmer Bio

- Background
- Starter templates (downloadable Microsoft Word documents) available via FARM Toolkit.

3. Photos

- Include a page with a sample of low-resolution photos. Add a line to contact you directly if high resolution photos or additional photo options are needed.

4. Press Release

- Starter templates (downloadable Microsoft Word documents) available via FARM Toolkit.

5. News articles/press links

Keep a list of media links about your farm. An easy way to do this is to set up a free Google Alert with your name and the name of your farm. Google will send you a link via e-mail every time they track something with your name in it. Set up an alert here: <http://www.google.com/alert>