



FACT SHEET · PR TOP TIPS

Below are a few tips when implementing your PR campaign or interacting with the media.

Create Headlines with Impact

When writing a press release, pull the reader into your story by using press release headlines that have a catchy appeal, share emotions, solve problems, offer solutions, and are big on benefits. Example: Diversification Key to Managing Risky Business of Farming.

Make Information Newsworthy

Strike a balance between telling your story about your business and framing it in a newsworthy way to elicit interest. The best release for print media, for example, is one that could possibly be printed with little or no editing by the editors; presenting your information in a fair, balanced and objective way increases this likelihood. Press releases should answer key media questions: who, what, where, why and when. Getting press coverage of your family farm as a “lifestyle” piece is one way to garner attention, but this type of story has lots of other potential candidates vying for a feature. Try making what your operations produce tie into a broader national issue, like America’s obesity epidemic, food security issues or health concerns related to how food is raised. For example, in the context of a mad cow outbreak, explain why your grassfed and locally processed beef is a healthier and safer option.

How to Get Noticed

Every farm operation is unique or special in some way. Perhaps it’s powered by renewable energy, a product inspired by a child’s 4-H project, or one of your customers is someone famous (like a celebrity chef). Without detracting from the rest of what you’ve accomplished in your operations, craft a message around this unique aspect. Another strategy to garner media attention is to position your farm or business as a part of a larger newsworthy event or topic. Consider tying into some of the events that media are already looking for related stories about: Earth Day (April 22), National Organic Month (September), National Tour of Solar Homes (first weekend in October), or even Take Back Your Time Day (October 24), if you’ve joined the “slow food” movement.

Preparing for the Interview

Determine journalist’s name/affiliation and ask when the article might run and if the writer or journalist has a deadline. Confirm the topic and ask for questions in advance. Be prepared with details and prepared to back up your statements. Don’t assume the reporter knows much, or anything, about the topic, so start from the beginning. Provide “press kit” materials and other information about your farm/ranch, and make sure the reporter has something other than his or her notes to refer back to. While mentioning your website is always suggested, providing some written material as well should not be overlooked.

Create your Tips

Many print media editors or producers of TV or radio programs search for simple, helpful ideas for readers, listeners or viewers. Create your own “tips” sheet to help facilitate this process. For example, develop a series of tips like “Farmer Johnson’s top ten ways to eat tomatoes” or “Five ways to add more vegetables to your diet, with recipes.” For example, with the present obesity problem in the U.S. likely to only grow, devising a way to make the healthy products your farm sells address this issue would make your story more newsworthy, timely, relevant, and practical.

