



PUBLIC RELATIONS & MARKETING

TOOL KIT

PUBLIC RELATIONS

What is Public Relations?

*“Public relations is about reputation —
the result of what you do, what you say and what others say about you.”*

Source: Institute of Public Relations

Why Do You Need
Public Relations?

Regardless of your service, product or cause, PR is a cost-effective way to reach your target audience and influence perception by:

- increasing visibility;
- adding credibility to you or your company;
- enhancing or improving your image; and
- bringing in new business.

What You Will Find
in this “Tool Kit?”

This public relations kit offers easy-to-use tools, press release templates, fact sheets and resources to publicize your farm, ranch or rural business.

- Press Release/Story Ideas
- Fact Sheets
- PR Strategies
- Resources