

A Step-by-Step Guide to Accessing Local Media Outlets



Local media outlets can be valuable platforms for farmers to share their stories, promote their products, and engage with their community. Whether you want to showcase your farming practices, announce upcoming events, or raise awareness about agricultural issues, local media can help you connect with your target audience. Here's a step-by-step guide on how to access local media outlets effectively:

Step 1: Identify Your Objectives

Define your goals for accessing local media. Are you aiming to increase sales, educate the public about sustainable farming practices, or address a specific agricultural concern? Identifying clear objectives will guide your interactions with local media outlets.

Step 2: Research Local Media Outlets

Research and compile a list of local media outlets in your area. These may include newspapers, radio stations, TV channels, and online news platforms. Make sure the outlets you choose align with your target audience and objectives.

Step 3: Build Relationships

Establish relationships with journalists, editors, and producers in your local media outlets. Attend local events, networking sessions, and community meetings to introduce yourself and your farm. Building personal connections can make it easier to pitch your stories later.

Step 4: Craft Compelling Stories

Develop engaging and newsworthy stories related to your farm. This could include stories about innovative farming techniques, challenges you've overcome, community involvement, or the unique aspects of your products. Make your stories relevant and interesting to your local audience.



Step 5: Create a Media Kit*

Prepare a media kit that includes essential information about your farm. Include high-quality images of your farm, products, and any events you've hosted. Also, provide a brief overview of your farm's history, mission, and contact information.

Step 6: Write a Press Release*

When you have news to share, write a clear and concise press release. Highlight the key points of your story, focusing on the most important information. Include quotes from yourself or others involved in your farm. Make sure the press release follows a standard format.

Step 7: Pitch Your Story

Contact the appropriate person at each local media outlet to pitch your story. This could be an editor, producer, or specific journalist who covers agricultural topics. Tailor your pitch to the outlet's style and interests, and emphasize why your story is relevant to their audience.

Step 8: Follow Up

If you don't receive an immediate response, follow up politely. Journalists and editors are often busy, so a friendly reminder can help keep your story on their radar.

Step 9: Provide Interviews and Information

If a media outlet expresses interest, be prepared to provide interviews, additional information, and images as needed. Be available and cooperative, as this can lead to more accurate and positive coverage.

Step 10: Say thank you

After your story is covered, whether through an article, interview, or segment, express your gratitude to the media outlet. A thank-you note or message can go a long way in building positive relationships for the future.

Both the media keep checklist and press release template are linked in the "EcoCertified Farmer Marketing Materials" drop down on the "Resources for EcoCertified Farmers" page.

Accessing local media outlets can be a powerful way for farmers to connect with community and achieve their goals. By following these steps, you can effectively share your farming journey, promote your products, and contribute to agricultural conversations in your area.