

# Media Kit Checklist

Following is a list of suggested items to include in your farms' Media kit. Remember, the goal of a media kit is to provide comprehensive and relevant information to media professionals. Make sure all materials are well-organized, visually appealing, and easily accessible to help facilitate positive coverage for your farm. These items are designed to make coverage of your farm appealing and easy to accomplish.

## 1. Cover Letter:

- A brief introduction to your farm and purpose of media kit.
- Contact information for farm spokesperson.

## 2. Farm Overview:

- Brief description of farm's history, mission, and values.
- Information about products you offer and any unique selling points.

## 3. High-Resolution Images:

- Images of your farm; landscapes, crops, livestock, & facilities.
- Photos of your products; fresh produce, dairy items, etc.

## 4. Farm Logo:

- A digital file of your farm's logo media outlets can use in their coverage.

## 5. Press Releases:

- Recent press releases related to your farm's activities & events.

## 6. Media Coverage:

- Past media coverage your farm has received; articles, interviews & features.
- Links to online articles or clips if available.

## 7. Farm Facts and Figures:

- Interesting statistics about your farm; acreage, size of staff, crop size etc.

## 8. Testimonials or Quotes:

- Positive quotes or testimonials from customers, partners, or community members.

## 9. Contact Information:

- Names, titles, and contact details of key individuals to reach out to for inquiries or interviews.
- Phone numbers, email addresses, and social media handles.

## 10. Events Calendar:

- A list of upcoming events hosted by your farm, such as open houses, workshops, or farmers' markets.

## 11. Sustainable Practices:

- Information about any sustainable or eco-friendly practices your farm follows, such as organic farming, responsible water usage, or waste reduction.

## 12. Community Involvement:

- Details about any community initiatives, collaborations, or partnerships your farm is engaged in.

## 13. Industry Recognition:

- Any awards, certifications, or recognition your farm has received within the agricultural industry.

## 14. Expertise:

- Highlight any experts on your farm team who can provide insights on agricultural topics or trends.

## 15. Background Information:

- Additional information about your farm's location, history, and any interesting anecdotes.

## 16. Additional Resources:

- Links to your farm's website and social media profiles for further exploration.

