

# Farm Media & Public Relations Tool Kit

Here is a great Farm Media & Public Relations Tool Kit you can use and reuse as needed. Collect all of your informational material on your computer and then transfer it to a flash drive for a simple way to give your information to a reporter. Pictures, information and stories can be kept in one easy to handle place.

Look at media and public relations work as your “winter garden.” Each year as outdoor harvest and farm duties wind down, use the brief lull to get some media tools in place. The National Sustainable Agriculture Coalition (NSAC) offers a free Farm Media and Public Relations Tool Kit, “Share Your Farm Story”

## Visit this webpage for your Media & Public Relations Took Kit -

<http://sustainableagriculture.net/take-action/farm-and-agriculture-resources-for-media-farm/farm-media-and-public-relations-tool-kit-for-farmers/>

**Or... look for “FULL-FARM Tool Kit.pdf in the index.**

## Share Your Farm Story: Media & Public Relations Tool Kit for Farmers:

**Download the entire Tool Kit** or select by individual topic (in PDF format):

- Ways to Generate Media Coverage
- Write Your Own Press Release in 6 Easy Steps
- Ways to Engage Media
- Interview Tips & Pointers by Specific Media:
  - Television
  - Radio
  - Web-based Media
- Farm Photography Guide (generate high-quality photos of your farm)
- Additional resources/credits
- Worksheet: Create your Compelling Story
- How to Create a Press Kit
- Sample farm media kit with starter templates (downloadable Microsoft Word documents):
  - Farm Fact Sheet
  - Farmer Bio
  - Press Release

This Tool Kit provides interview and photo tips as well as downloadable templates to save you time and make it easy to create personalized items like a press kit and bio.

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