



The Public Relations Piece of the Marketing Puzzle

Jill Koslosky



3 Things Alternative Agriculture Producers Should Know:

1. Why the media needs you.
2. Are you ready?
3. 11 ways to make friends with the media.



Why the Media Needs You

- The 1% factor
- Declining Ag Journalism Programs
- Few journalists with agriculture background



Splitt's herfords take top honors

By TERESA WICKENS
The North Platte Telegraph

old bull class at the show. starting in March, the
The Splitts' granddaughter, Emily, runs around the Splitts will be busy with
shows in Texas.





How to Present Your Information

- Understand the media
- Understand what makes news
- Simplify all technical jargon
- Offer to review the article for factual errors prior to printing
- Don't make the mistake of assuming reporters know anything about what you do.
- Be persistent



Are You Ready?

- It isn't the crisis that will get you in trouble, it is your response.
- "No Comment"
- Learn to spin a conversation toward your strengths.
- You are never off the record
- When the truth hurts, tell it anyway



Don't

- Avoid the media
- Treat them like the enemy



11 Ways to Make Friends with the Media

1. Know the editors and reporters and create a relationship with them.
2. Do your homework
 - Before contacting the media, know what you want and ask with courtesy. Demanding a story be covered will get you nowhere.
3. Make sure the story is newsworthy
4. If you don't want it printed or aired – don't say it!
 - There is no such thing as "off the record."
5. Be truthful – even if it hurts.
 - The media will find out eventually and if you aren't truthful to begin with the lie will only get bigger.
6. Return phone calls promptly.



11 Ways to Make Friends with the Media (cont.)

7. Realize the media probably won't return phone calls right away. You will be called when a reporter needs information.
8. Learn and respect media deadlines. Deadlines are concrete.
9. Submit your story in the correct form – typewritten and with the 5W's in mind.
10. It is vital to include your name and phone number with every submission.
11. Always say thank-you when your story has “made the paper”. Positive comments are hard to come by in the media world. Your positive comments will make fast friends with the media.



Questions?

- Thank-you