

# **“Pumpkins & Print, Tomatoes & TV”**

**“How to get positive Media Coverage  
for your Agri-Tourism Biz.”**

**Patricia McDaniels, Doug Edlund, Chuck Denney**

# What is News?

- Information that is important
- Information that affects our lives
  - News Affects – How we live our lives, How we do our jobs, How we make decisions.
- Information that people find Interesting.

# Characteristics of News:

- Relevance
- Timeliness
- IMPACT
- Location
- Human Interest



# What is NOT News:

- 50% Off Sale –  
(Advertising)
- Agri-Tourism is more of  
a “Feature” Story



# Where do people get their News?

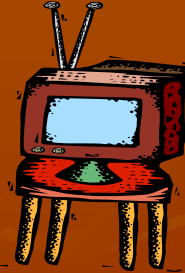
- Newspapers



- Radio



- Television



- Internet



# Where does the Media find News To Report?

- Beat Systems
- Spot News
- Scheduled Events
- Media Releases

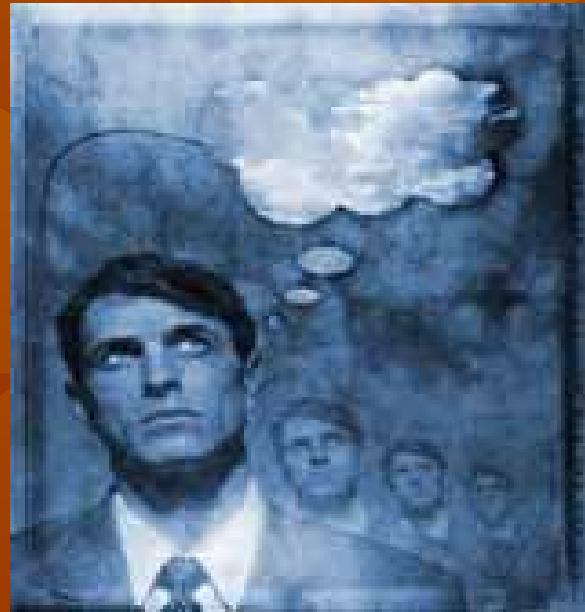


# Ways to attract the media...

- Tie your Agri-Tourism Biz to another story or issue. (Ex. Hurricane Relief)
- Interesting or Unique Angle. (can't be the same story over and over)
- Develop Relationships w/ Media How? Invite them to your place. Educate Media about your Biz.
- Stage a special or Timely Event
- Tell them with a Media Release.

# What's a Media or Press Release?

- ❑ Written Notification of a Story Idea.
- ❑ Short, Factual and Informative (300 words)
- ❑ Answers the 5 W's –
  - Who?
  - What?
  - Where?
  - When?
  - Why?
  - How?
- ❑ Release can be an Article that can run as-is.
- ❑ Be Sure Release/Article appeals to a Target Audience.



# Types of Media

- Broadcast Media (TV, Radio, Internet)
  - Advantages – immediate, TV is Visual
- Print Media (Newspapers, Magazines)
  - Advantages – more detail, longer stories
- Determine which media outlets suit your needs – and will value your information.



# BIG vs. small Media Outlets

- Big – More coverage, but harder to entice them to do a story.
  - Small – Local Papers, Radio – smaller audience, but they need news.
- \* If your target audience is local, the small outlet might actually be more effective.

# Interview Tips

- Be yourself, Be friendly.
- Use “easy-to-understand” language, no jargon.
- Have a central theme or message.
- Don’t go overboard “selling.”
- If Interviews aren’t your thing, designate another spokesperson.

# If Something Bad Happens.... (Negative Publicity)

- Be truthful. No Cover-ups.
- Talk about Corrective Actions.
- Be Remorseful – but also wary of Litigation.
- Consider getting in Front of the negative press.

# Final Tips

- Publicity isn't really free. It takes time and effort.
- Be aware of Media Deadlines and other news events when scheduling.
- Don't take it personally if the Media can't come that day.
- If you want to promote Agri-Tourism –  
Think MEDIA!

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