

Romancing the Print Media

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What you will learn today

- How to make the right contacts
- Time does matter
- How to gain attention
- How to get the interview
- How to get more hospitable



Get the right person

- Know your media
 - Weekly, monthly, farm, suburban, city, specialty
 - Readership
- Know your reporters
 - Managing editor, food, living, home and garden leisure
 - Don't limit your resources



Get a timeline

- Deadlines
 - Some work a week, month or more ahead

- Editorial Calendar
 - Ask for one

- Special Editions
 - Many publications designate issues



Get attention

- News Release
- Media Advisory



News Release

- Story about upcoming event
- Contains who, what, when, where, why and how
- Contact information
- Timely
 - Historic, opening of season, unique client, relates to current news (i.e. economic situation)
- Photo availability



Media Advisory

- Invitation to event
- Contains who, what, when, where
- Brief, typically one page
- Requires follow through
- Creative
 - Visit from overseas delegation
 - Visit from school children
 - Celebrating 100 year old birthday of resident



Get the interview

- Follow up to both news release and advisory
- Email
 - Get to the point
 - Kind words go a long way
- Phone call
 - Make it brief
 - Be pleasant no matter the reply



Get hospitable

- Presentation
 - Make sure area neat and clean
 - Offer photo opportunities, additional interviews
- Punctual
 - Make time during event for interview
 - Don't be distracted
- Personal
 - Be ready to talk
 - Share your story freely. You tell it best.



Today you learned how to

- ❑ Get the right person
- ❑ Get a timeline
- ❑ Get attention
- ❑ Get the interview
- ❑ Get hospitable

NOW....



Get going !

- You are the best representation of your business.
- The media can help you get noticed.
- If at first you don't succeed, try, try again.



Thanks.

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