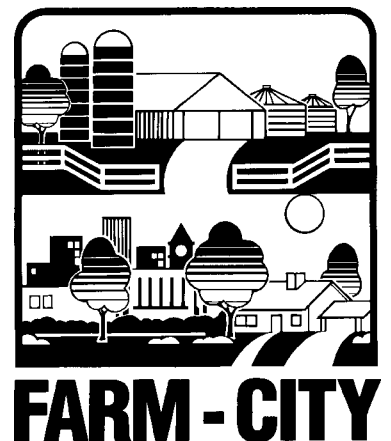


**Tips, tools
and ideas
for
organizing
a
successful,
local
farm-city
program**



Publicity

The overall success of your Farm-City program can be directly related to how well it is publicized. Here are some ideas to serve as a guideline:

Rule Number 1

Make sure date, times and location are prominent in all news releases.

- Try to include a local media person as part of your basic planning committee. They will have the expertise in writing effective news releases and typically are familiar with their counterparts, both in print and broadcast.
- Make a list of all media you want to use with a contact person's name, telephone number and e-mail address. It is very common to send news releases by e-mail and editors are used to it.
- Check with your local county Extension agent to see if he/she has newspaper column or radio broadcast that is done on a weekly or regular basis. See if you can use that space and time to help promote the event.
- If your event is going to be farm-based, develop a news release about the host family. Include names and photos of family members, some statistics about the farm operation, and other relevant information.



- Develop scripts for tour guides and share those with the media.
- Send letters to local service organizations offering to provide speakers about your event at their regularly scheduled meetings.
- Send news releases every time a new element is added to the program.
- Contact City Hall and the County Clerk's office about getting official Farm-City procla-

mations declared at both levels of government. Sample proclamations are available through the National Farm-City Council.

- If you are going to do an auction with a major top item, develop a news release about this. Include a partial list of other attractive auction items.

- Whether your event is large or small, send invitations to dignitaries as soon as a date is known: governor, commissioners, Secretary of Agriculture, senators, representatives, mayors, etc. Be sure to include directions.
- Print posters and brochures that can be left with local business, particularly those who are contributing, either monetarily, in-kind, or through auction contributions
- Expect that you may have to spend some money on advertising, whether it is for local or regional newspapers, radio, television or cable.
- If you are going to have an on-farm program, set up a press day at the farm a week or two before the event. Provide each reporter with a copy of the wagon tour script, a complete program of scheduled activities, lists of contributors and committee members and volunteers. Do all of this on one day so the host family does not get overwhelmed with media inquiries.
- Depending on when you are holding your event, check with the local school system about distributing information for your program. Encourage participation.
- Consider printing placemats that you can distribute in restaurant and other businesses in the area. Use the placemat to promote the event, including maps to the location. You can sell advertising on the placemats and use that to recover your printing costs as well as possibly make some extra money.

