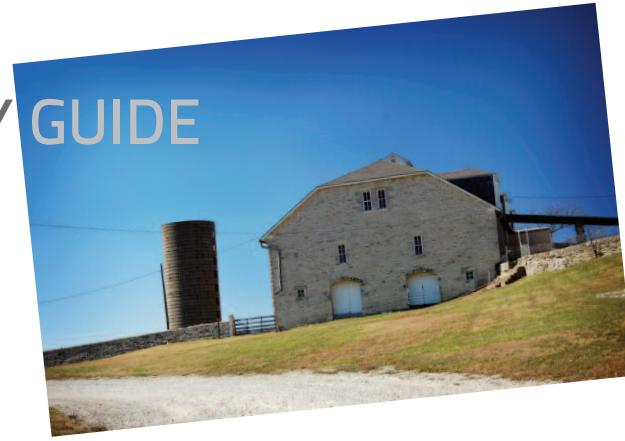


GET NOTICED: **AG DAY** PUBLICITY GUIDE



Media Tips

You can help your event reach thousands of people by working with media contacts in your area. Here are ten simple steps to increase your chances of receiving coverage:

1 **Gather Your Contacts**—Make lists of local media (and in surrounding areas), including newspapers, magazines, television and radio. You can use the library for reference, your local yellow pages or an online directory. Make note of the name of the editor or station manager, so you can send materials directly to that individual's attention. Or, identify a person who may have a special interest in agriculture, like the science or food editor. In addition, you might want to develop a list of local schools or universities and alert them as well.

2 **Build Relationships**—When it comes to getting your story covered, there's nothing more compelling than having professional relationships with media contacts. When you send

your press release, take the extra time to find the direct fax number and individual to whom you are sending information. Or better yet, deliver it in person.

3 **Add Professional Capability to Your Committee**—Working with the media can be a time-consuming process. Many event organizers have found it helpful to recruit a public relations professional for their committee. They bring a wealth of knowledge and good relationships to put to work for you.

4 **Provide Relevant Materials**—If you are targeting a publication, it's appropriate to send a press release. If you are contacting a radio station or television station, you might

also send a public service announcement to encourage coverage. Logos are available online, so you can distribute them to print publications.

5 **Be Detailed**—When "crunch time" comes, media outlets will run information that is most complete (without having to contact you for additional details). To capitalize on this, be sure to include all the details needed to run the story (who, what, when, where, why and how). Also consider including a quote from the event organizer within the release.

6 **Time Your Distribution**—When sending out information prior to your event, it's important not to send it too early; it may be discarded or "filed." Similarly, it's also critical not to send it too late; it might be "old news." Consider whether the publication is daily, weekly, monthly or quarterly. For daily papers, send information 4-5 days prior; weekly publications, 8-10 days in advance. Contact monthly or quarterly publications regarding their deadlines.

7 **Be Flexible**—Media representatives work on tight timelines. If you receive a call back, it's important to respond promptly to provide whatever additional information is needed so you can ensure your story is featured.

8 **Be Creative**—A committee that holds a food-tasting event has had considerable success getting mentioned on radio talk shows. Their secret: freshly prepared samples delivered to on-air personalities a few days prior to the event.

9 **Follow Up**—If you've sent your press release and haven't heard back within a day or two, make a follow-up call. This can help set your information apart from the wealth of other "stories" received every day.

10 **Acknowledge Coverage**—If you receive coverage, be sure to send a quick thank you note to the person running the story. This will begin building goodwill and encourage media coverage in the future.



Agriculture Council
of America

11020 King Street, Suite 205
Overland Park, Kansas 66210
(913) 491-1895

www.agday.org

Photography Guidelines

You may increase the likelihood of coverage if you have strong photos from your event. Usually, publications prefer black and white photos. Here are some tips for taking good pictures.

- Choose one photographer instead of having multiple people taking photographs. By assigning one individual, you avoid confusing and/or distracting the person(s) being photographed.
- Move in close to capture the facial expression and emotion of participants most effectively.
- Find out names of every individual who may appear in your photos and provide this information to publications when submitting your photos.
- If you have celebrity guests who are well-recognized in the community, try to include them in photos with event organizers.
- Make multiple prints, so you don't have to worry about copies getting lost or misplaced.

Sample Press Release

You can download this complete text to add specific information about your event at www.agday.org.

FOR IMMEDIATE RELEASE

Contact: Kathi Conrad (913) 491-1895

American Agriculture is AMAZING.

OVERLAND PARK, KANSAS—American agriculture is responsible for providing the necessities of everyday life ... food, fiber, clothing and even fuel. That's the message of National Ag Day, which is celebrated March 20, 2010. Producers, agricultural associations, corporations, universities, government agencies and countless others across America will gather to celebrate the abundance provided by agriculture on this first day of spring.

The National Ag Day program is committed to increasing public awareness about American agriculture. As the world population soars, there is even greater demand for the food, fiber and renewable resources that the United States produces.

The Agriculture Council of America, organizers of National Ag Day, believe that every American should understand how food, fiber and renewable resource products are produced and should value the essential role of agriculture in maintaining a strong economy. They should appreciate the role agriculture plays in providing safe, abundant and affordable products. National Ag Day will focus on educating Americans about the industry, so they may also acknowledge and consider career opportunities in the agriculture, food, fiber and renewable resource industry.

Each year, the National Ag Day program gathers members of the agricultural industry in an effort to promote American agriculture. Focused on sharing how agriculture provides almost everything we eat, use and wear on a daily basis, the National Ag Day program helps educate millions of consumers each year.

Join this effort to promote American agriculture to everyone during National Ag Week, March 14–20, 2010. For more information contact the Agriculture Council of America at (913) 491-1895.

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Sample Public Service Announcements

You can download this complete text to add specific information about your event at www.agday.org.

Writing News Copy

If you want to write a unique public service announcement for your event, here are some guidelines to keep in mind:

- Use an attention-getting opening line.
- Keep sentences short.
- Identify key details upfront.
- Time your PSA, and make sure the time is correct (15 or 30 seconds is best).
- Try to get a "local celebrity" to record your PSA to encourage radio stations to run the spot.



CELEBRATE NATIONAL AG DAY

(ANNOUNCER:)

March 20, 2010 is AG DAY. Did you know American agriculture not only provides you food and clothing, but also helps meet needs around the world? Plus, American agriculture is not just producing more food, it's producing higher quality. This message was brought to you by the Agriculture Council of America and _____ in commemoration of Ag Day, March 20th. American Agriculture: Abundant. Affordable. AMAZING.

AMERICAN AGRICULTURE IS AMAZING

(ANNOUNCER:)

Consider this: just about everything we eat, wear and use comes from American agriculture. It's AMAZING. That's why Americans will be learning more about agriculture on National Ag Day during the week of March 14–20, 2010. Contact the Agriculture Council of America at (913) 491-1895 or at www.agday.org. This message was brought to you by the Agriculture Council of America and _____ in commemoration of Ag Day, March 20, 2010. American Agriculture: Abundant. Affordable. AMAZING.

