

Publicity Points

10 Points For Sharper Publicity From the Editors of *CropLife™* magazine

1. Personally deliver your news release to local newspapers and radio stations if at all possible. This way you can explain to editors the importance of Environmental Respect. You make the news release both human and current.
2. Plan a day for the press to visit your facilities allowing easier access for photo's and interviews.
3. If you don't know an answer to a question they have, offer to find out. Then make sure you do and call them back.
4. Make a follow-up phone call to media contacts to see if you can offer any further information about your facility or the award it received.
5. Let the editor know why your participation in the Environmental Respect Awards benefits the community.
6. Be prepared when you speak to reporters. Be newsworthy. Use language everyone understands; don't lapse into industry jargon. And, of course, always be honest.
7. Remember that the media doesn't exist to serve as cheerleaders for your company. Rather, it's a part of their job to ask tough questions at times.
8. Talk up the importance and significance of the award to your farmer-customers and community leaders. Let them know that you recognize that you are improving your business to serve them better.
9. Develop a talk on agriculture and the environment, then offer to give it for ag classes at school or local civic meetings.
10. In all this communication, let your true mission shine through! You're in business to serve farmers, safely and profitably. You can take pride in that mission.