

Effective PR
Creating a Buzz with Earned Media

Local Food Connections
 Linking Farmers, Fishers and Food Buyers

Investing in PR/Media Outreach:

- With advertising, you control the message, when it will appear and who you reach
- PR – limited control over what the media will say, when they’ll say it, but you gain valuable 3rd party credibility
- Earned media has a multiplier effect

Earned Media = Editorial Coverage

Earned Media can come in many forms

- Reporting in print and online stories
- Broadcast coverage
- User generated content (consumers speak out)
- Outreach using List Servs

Media is changing enormously

- Shrinking ad pages/ editorial content
- Layoffs in the newsroom - new beat assignments
- People are migrating to customized info sources – local/regional or niche news
- Media is adapting - bolstering online presence, developing specialty publications
- Freelancers are regular contributors

Investing in PR/Media Outreach:

- In a report by Launch Pad Research 25% of businesses wished they invested more resources on PR
- On a scale of 1 to 5, PR was the second most cost-effective marketing activity, followed by web sites and advertising
- You need a blend of both

Today’s Landscape of Food/Farms Editorial Coverage

- Politics of the Plate
- Local foods – in schools, farmers markets
- Local health/Health issues
- Local economy
- Food cost = staple foods
- Food safety/security
- Doing more with less

Adding PR to your toolkit:

Outline a Simple PR Plan and timeline:

- Take Stock - What is my story?
- Who is my competition?
- What differentiates my product?
- Am I pioneering/teaching?
- Part of a trend?

Reaching reporters/the newsroom

Advice from Steve Brown – The Capital Press

- Preparing your story
- Contacting the press
- What’s new and what’s *news* and how to sell it
- The single most effective way to capture press attention

Define your current and potential customers:

Learn how to link to them through the media and online communities

- When and where do they buy?
- What media influences them?
- Start building a media list/database

Reaching reporters/the newsroom:

- Be selective
- What can I offer different reporters?
- In advance, think about what’d you’d reveal
- Event/milestone/new experience
- Remember, reporters are busy people
- Reality of deadlines: long- and short-lead

Brush up on the news outlets you’re targeting

- What are the media looking for?
- Why will people want to hear what you have to say?
- What can I offer that’s contrary to the topic?

Reaching reporters/the newsroom:

- Be creative, compelling:
- Come up with a hook
 - “A smarter way to garden - Top 10 tips to save time and money”
 - “5 tips to keep critters out of the house”
 - “Study shows 7 in 10 people shop at farmers markets”
 - “Berry experts say doom & gloom hasn’t affected market yet”

Great Reasons to Contact Media:

- New approach to your business, trade or practices
- Innovative connection to the community
- Localization of a national trend
- Events and significant milestones
- Powerful visual
- Human interest story

Sites and resources to explore:

- Tip sheet
- www.publicityhound.com
- www.portlandfoodanddrink.com
- www.tabletalk.com
- www.goodstuffnw.blogspot.com
- Eat. Drink. Think. www.wineguideworld.blogspot.com
- www.culinate.com
- www.edibleportland.com
- <http://blog.oregonlive.com/extrahelpings/>

Tools for telling your story:

- “One sheet” – who, what, when where, what you can reveal or offer
- Press releases when there’s NEWS to share
 - Event details
 - Study results
 - Grand openings of markets/restaurants
 - Launch of a new product
 - Think seasonally – but in advance!

Web site’s connection to PR:

- An important source for information – transparency
 - Team bios
 - Company history
 - Where to find your products
- Resource for images, video
- Note! Press coverage typically generates web traffic – be ready