



## Working With Your Local News Media

Wondering how to get the word out about Farmers Market Week and other events and activities at your market? Cultivating relationships with your local news media is essential to helping them promote your market but you have to let them know what you're up to so they have something to talk about!

- Treat yourself to a copy of the largest local newspaper. If you're in a large city, there may be two or three newspapers that are also effective in reaching various segments of your population.
- The editor and writers should all be listed, in addition, to their email addresses. Reporters who are "local news reporters" or "food editors", "health and fitness editors" or perhaps even "farm editors" are your best bets.
- Start by sending a small announcement regarding your farmers market. There is no formal structure for these announcements – and if there is, the newspaper will send that to you in response, along with appropriate timing for getting into the newspaper.
- Ask any of the reporters, or the editor, WHO is the best at following stories having to do local farmers markets, the importance of buying local, preserving local farmland, food system security, food access for all segments of the population, etc.
- Buy that reporter a cup of coffee and start the relationship.
- Continue the relationship by sending tidbits about the local food/farm/local movement: interesting vendors, changes you are noticing among your customers' preferences, sharp increases – or decreases, impact of SNAP benefits and bonus programs.
- For more in-depth information, check out [How to Pick Up \(and Have Long-Term Relationships With\) Reporters](#), a June 2012 FMC webinar on working successfully with reporters, editors and bloggers and feel more prepared for interviews.