



Building a Long Term Relationship with Reporters Resources

Farmers Market Media Training Series, Part 2

Weeding Your Social Media Garden

July 24th, 3 pm Eastern Time

[Register Today](#)

FMC Resources-

["Markets Are Up!"](#) is a campaign designed to help market managers effectively communicate the importance of markets in their communities. It houses many of our National Farmers Market Week Resources.

[Op-Ed template](#) in the Farmers Market Advocate Toolkit can be easily modified for use during NFMW

You can find some good, professional templates online including:

- PRNewswire -- <http://www.smallbusinesspr.com/pr-learning-center/diagrams-templates/small-business-press-release-diagram.html> and <http://www.smallbusinesspr.com/pr-learning-center/diagrams-templates/press-release-template.html>
- Publicity Insider -- <http://www.publicityinsider.com/release.asp>
- Microsoft even has some templates for Word -- <http://office.microsoft.com/en-us/templates/CT010143902.aspx>
- [Farmers Market Coalition's specific template for National Farmers Market Week, which you can adapt --](#)
<http://farmersmarketcoalition.org/membership/fm-week-press-release-template/>

Preparing for an interview, via University of Michigan News Service:

<http://ns.umich.edu/new/contacts/tips-for-faculty>

Drawing on his working experience with food producers affected by recalls, Carmine Gallo offers pointers on dealing with an industry-wide crisis:

http://www.businessweek.com/smallbiz/content/aug2010/sb20100831_024818.htm

Finding journalists and their social media accounts via Muck Rack:

<http://muckrack.com/publications>

Colleen Newvine

Newvine Growing

Marketing strategy and tactics for farmers, farmers markets and farm-to-table restaurants

<http://newvinegrowing.com>

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