



Amplify Our Voices: Print



Nancy Matsumoto
Freelance Writer and Editor

Tap Into the Power of Print

There's still something incredibly powerful about getting the word out in old school print publications. A printed article with your quotes and story lends instant legitimacy and credibility, both amplifying your own organic farm story while supporting the changing magazine and newspaper industry. Small town rural and traditional agriculture publications especially need strong, engaging stories that speak to the increasing diversity in our agricultural landscape. Plus, it's just plain fun to hold it in your hands and mail a copy of your article to Grandma.

Farmer Feedback

SHARE



Kelly Placke-Raum
Farmer & Organic Valley Cooperative Member
Placke Organic Acres (Cuba City, WI)

Use your day to day farming practices and tie your story into current events like climate resiliency. Remember your story is always changing, too. For me right now, I'm all about grazing. I love thinking and reading about microbiome of the soil, root structures and how plants can actually talk to each other and how that translates to the health of my animals, the health of our products and ultimately the health of the consumers using our products.

Suggest an in-person interview and tour of your farm. The writer gets visuals and a better sense of who you are. If the interview can only be by phone, offer to supply photos for the story, links to social media, videos and other background they can use for their piece.

Practice honing your introduction: who, what, where. Review your outline (above) and try to stick to it. Don't ramble, but don't just offer a PowerPoint version of the farm. Every reporter who is going to write about you is going to look at your social media. They're looking for nuggets of information about your farm. Sometimes that cute/sad/touching story you told on Facebook will spark a question and make it into the story. They're looking for a sense of your personality, what your farm looks like, and who the main players are in your business.

**Bethany Storm**

Farmer
Little Red Homestead (Blanchardville, WI)

I think it is important to let the world know that women have the same struggles as men. Women have been a big part of farming for a long time, and they don't often make the headlines. The more stories we tell, the more we normalize (and are recognized for) our roles in society.

**Inga Witcher**

Host of Around the Farm Table and organic dairy farmer (Osseo, WI)

Think of simple examples on your personal talk sheet when talking to reporters, particularly ways to quantify and qualify the impact of organics on the land and your business and that things are moving forward and getting better. I share examples of how my day-to-day operations got easier by going organic. When journalists see you smile telling the story of your farm—that's what you want them to remember.

