

FLM / HARVEST

**MEDIA RELATIONS:
EARNING TRUST
WITH EDITORIAL
GATEKEEPERS**

Media outlets have been challenged to accomplish more with fewer resources, namely people, making outside media relations experts even more valuable.

One thing that hasn't changed is the importance of making deposits in the "trust bank" by understanding journalists' interests and providing them with information that is relevant to them — and their audiences.



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AT THE HEIGHT OF THE CORONAVIRUS COVERAGE, 74% OF RESPONDENTS SAID THEY, ‘WORRY THAT THERE IS A LOT OF FAKE NEWS AND INFORMATION.’”

2020 Edelman Trust Barometer Special Report: Trust and the Coronavirus.

Employment of news reporters, photographers, videographers and editors across print, broadcast and digital media has dropped by nearly a quarter in the last decade. Plus, with the rise in social media, those remaining journalists are being asked to also be videographers, photographers, reporters and editors.

Our team of media relations pros sees this as an opportunity to focus our media outreach expertise to achieve what may appear challenging but is always extremely valuable: earned content.

According to media service Cision, even journalists themselves believe the public distrusts the media more than ever before. That’s why media put a high value on trustworthy and credible sources.

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TRUST IS EARNED

At FLM Harvest, we know that favorable media coverage is earned, and we do this by becoming a trusted resource. We spend time getting to know the key reporters covering our clients' industries and building strong relationships with them.

In fact, our unmatched focus on food and agriculture allows us to achieve favorable, high-profile story placements and social mentions on desired channels. We keep abreast of current news and trends, and know success centers on providing journalists with newsworthy story leads and credible sources.

Don't forget: One-off pitches rarely work, and "spray and pray" mass pitches are abhorred. One size never fits all so we tailor PR programs to fit the client's overall strategy and budget.

Journalists are under tremendous pressure to develop media rich content for print, broadcast and social channels. We're ready to help provide the content they need.

FLM Harvest is a strategic consulting, marketing and communications agency that helps set strategy, align teams, frame opinions and create demand for clients in agriculture, food and rural lifestyle markets.

Is your organization earning the media coverage it deserves? Our experienced public relations and reputation management team will ensure your story is positioned well to earn coverage and reach your target audiences.

For more information on FLM Harvest public relations, go to flmharvest.com. To contact our PR pros, email us at info@flmharvest.com.



JOAN OLSON

Vice President, Public Relations

Joan has 25+ years of award-winning editorial, public relations and marketing communications experience with leading agricultural publications, companies and agencies. By immersing herself in the industries her clients' serve, Joan knowledgeably and authentically connects with the journalists covering those beats. She is a trusted advisor with deep expertise in agriculture and science communications, storytelling, message development, issues management and public relations strategy.