

Good publicity increases the attendance of a program and promotes awareness of farm safety and health. In fact, the impact from the media coverage of a farm safety event should exceed the impact of the event. If well organized, pre and post event coverage will reach far more people with the safety message. Sometimes, local sponsors are willing to purchase advertising to promote your workshop. However, the majority of your publicity will be generated through news media or other public forums. Newspapers, radio stations, and even television stations in rural communities often produce a regular agricultural news program, and are usually willing to publicize community activities of this type. The local newspaper, radio station, or television station may even want to develop a feature story on farm safety in conjunction with a story on your workshop.

As the farm safety workshop organizer, you should develop a “Promotion Plan” as you prepare for your event, and identify someone on your planning committee to serve as a “media liaison” or publicity coordinator. It may also be useful to include a member of the local media on your committee. The following table is an example of a promotion plan developed for a farm safety day-camp.

Promotion Plan

Time	Activity
2 months prior	Preliminary promotion: Camp announcement Introductory news release (brief) - date, location, plans underway Letters to area organizations (e.g., Farm Bureau, FFA chapters) Preliminary contacts with local media Promotional photo shoot (for use in primary news release)
1 month prior	Primary promotion: “Preregistration encouraged” Primary news release - date, location, content, sponsors, etc. Radio PSAs, schedule interviews (Radio, TV) Paid advertisements from sponsors (if appropriate) Send invitations to local media to attend the camp
2 weeks prior	Final promotion: “Be sure to attend” Third/final news release (brief) - special promotions, incentives Reminders sent to organizations Second round of radio PSAs and interviews Arrangements for media visits to camp (send reminders)
CAMP DAY	“Live at the Farm Safety Camp” Media information packet, help arrange interviews and “shoots” Possible “live feed” with local radio station
1 week after	Follow-up: Thanks Follow-up news release on activities, attendance, and sponsors Letter to editor thanking workers, sponsors, and attendees