

A photograph of a farmers market stall. A farmer in a brown shirt and cap is handing a bunch of fresh lettuce to a customer in a white shirt. The customer is holding a brown paper bag and a 20-dollar bill. In the background, other people are visible, including a woman in a purple top and a man in a white shirt. The scene is outdoors under a white tent.

# Sharing Your Market's Stories: Gaining Earned Media with Limited Time & Money

2023 Washington State Farmers Market Association Conference  
Leavenworth, WA

**SEATTLE  
NEIGHBORHOOD  
FARMERS  
MARKETS**  
FOOD + FAMILIES + FARMS



# Recent Work

- USDA AMS Farmers Market Promotion Program Grant
- 2018 - 2022
- Project: Expanding and promoting farmers markets amidst commuter-oriented development
- Digital and



# Recent Work

- WSDA Specialty Crop Block Grant
- 2018 - 2022
- Improving Digital Media Content & Capacity to Promote Sales to Specialty Crop Producers



10/26/

## In the Kitchen with Lauren Ko

Lauren Ko is the baker, artist, and author behind the modern geometric pie

# Earned Media

- What is it?
- The value
- How to get it!
- Activity: Press release & press kit
- Examples from farmers markets
- Housekeeping



What is it?

Coverage or promotion of your market / brand through organic means. You do not pay for it – you earn it.



Credits: [Instagram](https://www.instagram.com/kenjilopezalt)



kenjilopezalt



Roasted beets I tossed with a radish top pest (radish tops, pistachios, garlic, parmigiano, evoo, salt) along with the radishes, some spiced yogurt, baby kale dressed in olive oil and sherry vinegar, roasted pistachios, and crumbled cotija for lunch today. All the produce is from @seattlefarmersmks.

Edited · 15w



I just got my signed copy of The Food Lab. Thank you!! You told me to have a burger for science...and I did!

15w Reply



I just got my signed copy of The Food Lab. Thank you!! You told me to have a burger for science...and I did!

15w 2 likes Reply



I'm sure you've addressed this before, but I'm a more recent follower. Thoughts on the proper prep of kale?

15w Reply

— View replies (1)



Had no idea you could use radish tops! 🥰

15w Reply



Recipe for spiced yogurt?

15w 4 likes Reply

— View replies (1)



Radish tops are maybe my favorite green. So slept-on!

15w 1 like Reply



+1 for spiced yogurt recipe? It seems like dill and yogurt?

15w Reply



Liked by farmersiri and 4,609 others

NOVEMBER 7, 2022



Add a comment...

# MyEverettNews.com

A Daily Website Devoted To Breaking News and Current Events in Everett

- Artwork in Everett
- Downtown Everett
- Events in Everett
- Everett
- Everett Schools
- Everett Sports
- Police Blotter
- Unusual Photos In Everett

## Just In Time For Valentine's, Everett Farmers Market To "Pop-Up" Downtown this Sunday

February 8, 2023

Events in Everett, E

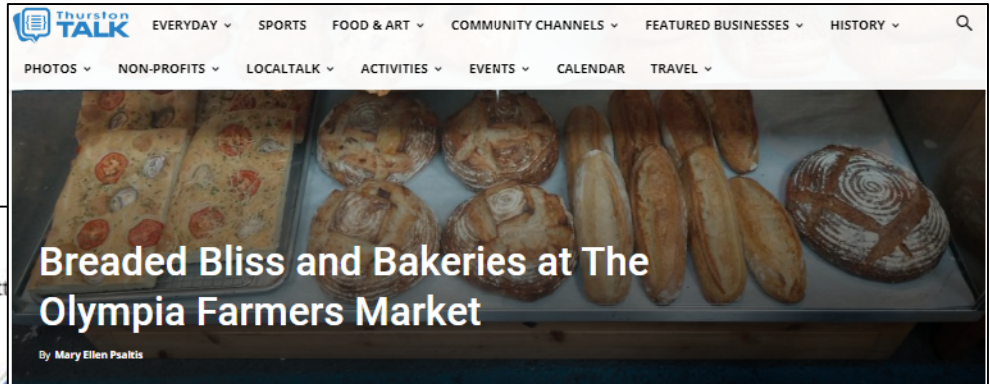
**Editor's Update Thursday 12:00 PM:** The majority of the vendors Sunday up inside the Performing Arts Center with just a few outside. (Espresso, me artists) Click the link in the below story to see the list of vendors.



Sunday February 12th the Everett Farmers Market Pop-Up happens in downtown Everett.

While the 2023 season Farmers Market won't open until Mother's Day 14th, (at their regular location between Hew Pacific) they're hosting this Sunday from 11:00 PM at Everett Performing Arts Center (2710 Wetmore Avenue) in downtown Everett, Washington.

In fact the Everett Farmers Market plans monthly Pop-Ups between



Share via:

471 Shares

**B**read. The staff of life is so basic, and yet sublime. The [Olympia Farmers Market](#) boasts five bakeries where you can get your fill of one of life's best comfort foods. All goods are baked nearby using top-notch ingredients. Eye shop everything under the glass counters as you decide which sweet and savory baked goods will make their way with you. You'll be tempted by buttery croissants, dinosaur cookies and cheesy tarts. Find the perfect baked good for any occasion at the Olympia Farmers Market Bakeries: Baker/Potter, Blue Heron Bakery, San Francisco Street Bakery, The Bread Peddler and Wagner's Marketplace Bakery.

### Baker/Potter

Ryan Lee and Kristen Jones are [Baker/Potter](#). Their sourdough bread is organic, wood fired and made with Washington grown grain. "We like to keep things simple," says the couple. "We start by sourcing the best grain we can find from responsible farmers in Washington State. That grain is milled in house, hand mixed, slowly fermented using wild yeast, and baked in a wood fired oven. The breads we make celebrate the unique character and seasonality of local grains."



Kristen Jones offers hearty, healthful breads baked by her husband Ryan Lee at the Olympia Farmers Market. Together they are Baker/Potter. Photo credit: Mary Ellen Psaltis

"We buy two loaves of einkorn each week," says one happy dad, who was picking up the family's supply. "We all like it," he added, as his young son nodded in agreement. Sweets are

#### Upcoming Events

<b>FEB 23</b> Thu	9:00 am Dental Health Month @ Hands On Children's Museum
	6:30 pm Animal Fire Theater present Chek... @ New Traditions Cafe
<b>FEB 24</b> Fri	12:00 am Register now for Free Tax Prepar... @ AARP Foundation Tax Aide
	9:00 am Dental Health Month @ Hands On Children's Museum
	10:00 am The Knitting Circle @ Lacey Timberland Library

[View Calendar](#)

#### Local Community Sponsors


Credits: [MyEverettNews.com](#)  
[ThurstonTalk.com](#)

# Paid, Owned & Earned

Online reviews  
Media coverage  
Influencers (non-paid)  
Social mentions/shares  
Podcast appearances  
Word of mouth  
Blog or news article  
Google listing (reviews)

EARNED

(Your) website  
Blog  
Profiles  
Emails  
Social pages  
Banners  
Posters  
Rack cards

OWNED

PAID

Advertising  
Paid social promotions  
Paid influencers  
Print ads  
Direct mail  
A-Boards



# Benefits of Earned Media

- **Incredibly effective.**
- **It's (mostly) free.**
- **More credible.**
- **Positive spiral.**





So...How to Actually  
Earn in

# Six Tactics to Get That Attention!

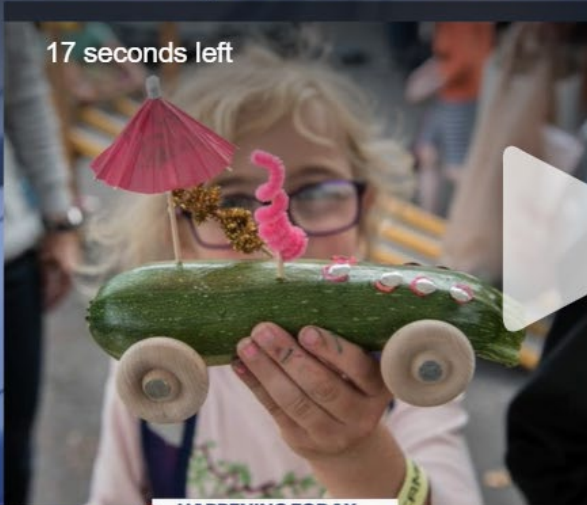
- Engage in community events and event promotion
- Identify your target audience & their preferred media outlets
- Develop newsworthy stories and angles
- Leverage customer testimonials and reviews
- Create really great content
- Pitch to journalists, editors, and bloggers



# Lake City Farmers Market to host zucchini races

PRODUCED W

17 seconds left



@seattlefarmersmkts

Tomorrow is a very special day for the Lake City Farmers Market! The infamous Zucchini Races will make their return, with lots of summer squash-themed fun! The Hunger Intervention Program will host a zucchini-themed cooking demo, and kiddos can make their very own zucchini cars to race down the race track. Don't want to miss this amazing event from tomorrow at the Lake City Farmers Market! #ZucchiniRace #SummerSquash #ZucchiniRace2022 #Zucchini #LakeCity #LakeCityFarmersMarket #NeighborhoodFarmersMarkets seattleFarmersMarket



HAPPENING TODAY

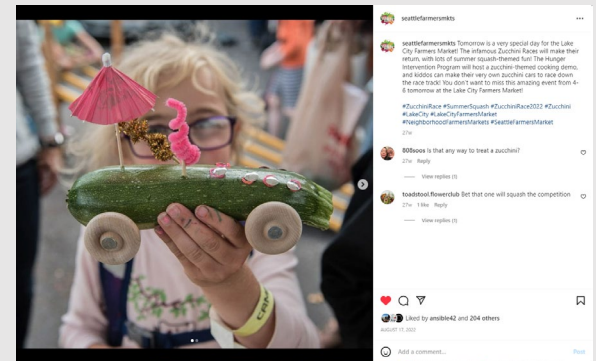
6:57 AM 73° BELLEVUE 50 MPH 9 MIN | I-5/I-405 EVERETT TO BELLEVUE 22 MPH 71 MIN | I-5

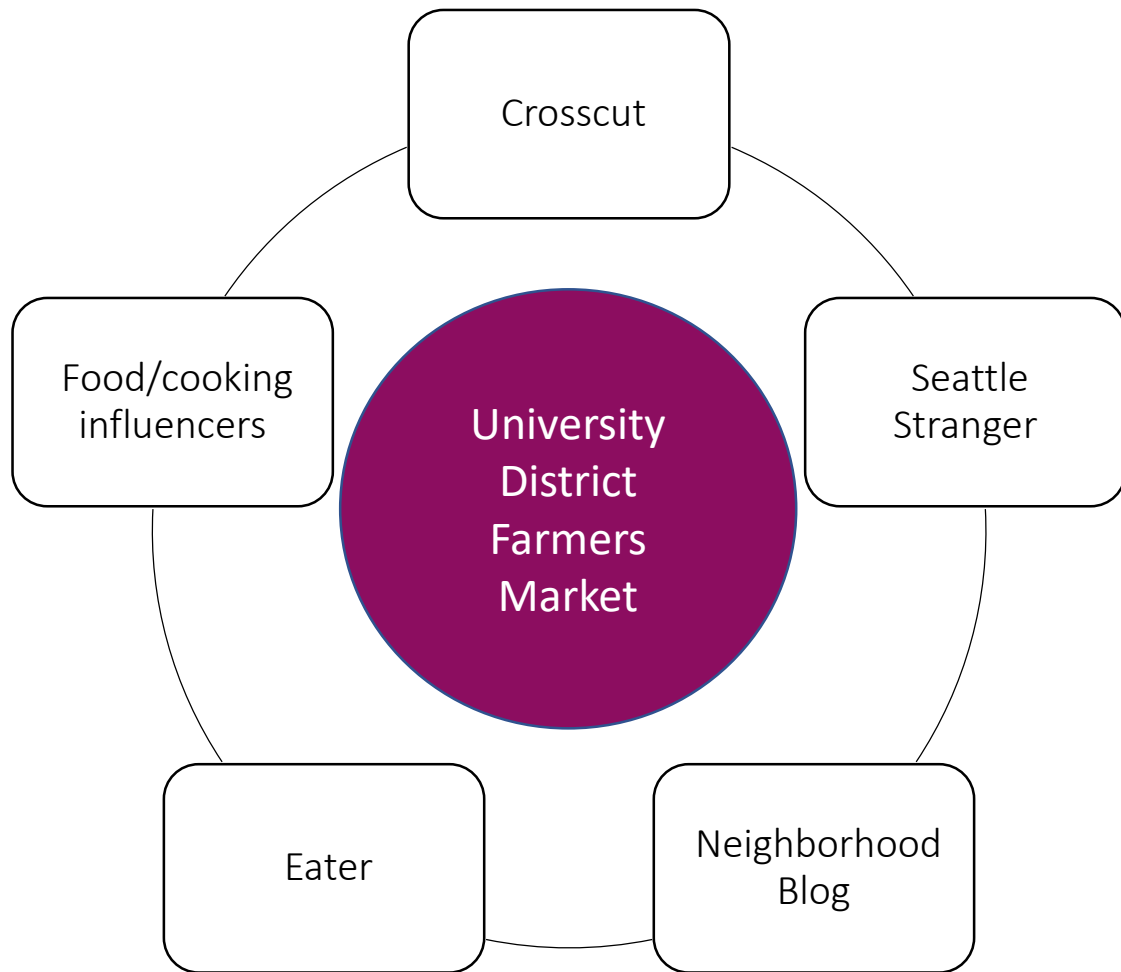
## Lake City Farmers Market to host zucchini races

The Zucchini races return to the Lake City Farmers Market on Thursday. Kids are invited to make zucchini cars and race

Posted August 18, 2022 | ↗

# Engage in community and event promotion





Identify your target audience & their preferred (local) media outlets

**Target audience:** Specific groups of people who are most likely to shop at your market.

- Set Google Alerts
- Read what your shoppers are reading
- Track reporters writing about markets

EWS

## Why WA cherries are so expensive this summer

This season's crop was even smaller than predicted. A late harvest may provide one last chance to enjoy the fruit.

/ Mai Hoang / August 24, 2022



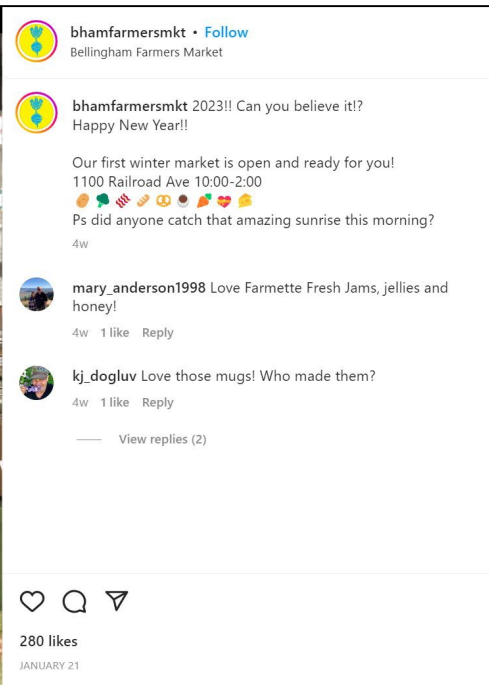
Develop newsworthy stories & angles

- Highly relevant
- Anniversaries
- A breakthrough
- Controversial
- Local interest
- A milestone
- Human interest
- Seasonal!



## Leverage Shopper Testimonials


- Ask shoppers to "Leave us a review on Google" A-boards
- Use QR codes
- Monitor and respond to reviews



# Create really great content

- High quality photos
- Extend your reach through mentions / using other content creators' images
- Consistency
- Various channels



A blue Ford 4830 tractor is stuck in a deep, muddy rut in a field. The tractor is positioned diagonally, with its front end towards the right. The ground is very muddy and uneven, with a large puddle of dark brown mud in the foreground. The tractor's rear wheel is partially submerged in the mud. The background shows a green field and some trees in the distance. The text "Pitch to journalists, bloggers & creators" is overlaid in white, sans-serif font across the center of the image.

Pitch to journalists,  
bloggers & creators

# Press Release Format

[LOGO]

For Immediate Release

Date

1

**For more information contact:**

Full Name

Cell #

Email

**HEADLINE IN BOLD CAPS**

*Sub Heading*

2

CITY, STATE—The lead paragraph should serve as a summary that communicates the key facts and outlines the issue in a way that captures attention. This paragraph should not attempt to explain everything you want to share.

3

Each remaining paragraph contains information in decreasing order of importance. Recommend 1 or 2 quotes emphasizing the main points

4

###

5

*About your organization*

5

Credit: [Advocacy & Communications Media Guide](#)

TOPICS: agriculture, central washington, cherries, environment

### About the Authors & Contributors



**Mai Hoang**

Mai Hoang is the Central/Eastern Washington reporter for Crosscut. Find her on Twitter [@maiphong](#) or on Facebook, or you can e-mail her at [mai.hoang@crosscut.com](mailto:mai.hoang@crosscut.com).



## Housekeeping: Press Contacts

- Emails are listed
- Pay attention via Google alerts &
- Keep a spreadsheet
- Manage in MailChimp / other email marketing

# Housekeeping: Photo Storage

- Dropbox (2GB)
- Google Drive (unlimited)
- Adobe Lightroom (1TB)
- Use org email for account
- Establish naming system and file system + write it down!
- Indicate permissions / credits in the name or file





**Thank You!**

**Jennifer Antos  
Neighborhood Farmers Markets**