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there was a 'best way' to communicate with farmers. As part of my research I also

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- 'working for your farming future'

a 'web first policy'.

"We see ourselves as a multi media brand," digital director Julian Gairdner says of Farmers Weekly.

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"There's a web first policy, most content goes on to the web first, there's a view we need to be first."

"We've grown the two side by side."

"We did a number of things. In the early days we did online training, recently RBI ran a class on online video editing."





FW is looking to streamline its publishing process. "Ideally all our content should sit in one place and we can fire it out."

"We're developing digital ideas in association with commercial partners, like mobile phone apps."

like the crime register or tools on disease spread. They are moving away from publishing words, now it's a

"It's led by the community, not us. A lot of story on this? We see ourselves as part of that community."

– why don't you do a

They think like a daily, not a weekly. "It's quite complicated, is

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- "The voice of Irish farming"

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Irish Farmers Journal operates on a 'never give anything away for free' policy and a strong belief that







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"Everything is custom written. If we write our own code we can fix it, tweak it."

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Jack is one of Ireland's leading communications experts. He is the managing director of Mediacontact.ie and the public relations firm JMedia. Jack also runs seminars for businesses 'PR on a shoestring, with Jack Murray in how to make your business famous'.

On agricultural media and its use of social and online media, Murray says "just because things have always been this way, doesn't mean they will always be this way".

doesn't have a huge presence online.

But unlike many agricultural print businesses, he doesn't believe the transition from prin

"Kids who are 9, 10, 11 are digital natives. The older generation, some will migrate, but anyone who is into agriculture who is under 45 will catch up. For those aged 22 to 35, it's going to change overnight; it's going to become the way to communicate."

"When we ask people what their main source of news is, very few say print news." Radio still registers

Murray believes there is "huge opportunity" for food and agriculture production in social media.

The challenge is how to take the community you have and build a community online so it's something

"It's an information sharing business; you're not in the dead tree business. The most important thing is getting the information to the farmers."

"I think long form journalism, the 3000 word feature, is dead. Newspapers are completely finished." But the good news for agricultural media is that "niche and local products serve a very committed audience".

"Journalism is more a process than a destination. It's not about having a printing press to have a loud voice."

"Any journalist not on Twitter is not a journalist."





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of someone who 'gets' social media and

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had a website made called 'Eat Only Irish'

"He gets the whole thing, he gets the A ' gA 1

Jimmy's Farm -

Jimmy's T

"farmer, tv presenter, farm shop and restaurant owner"

Jimmy's Farm, says they get news across all forms of media.

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offers and hosting 'evenings with'.

"We totally embrace it. I think many organisations vastly underestimate the power of social media."



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