

Agriculture Journalist

Description

Agriculture journalists report and write features that are relevant to those involved in agriculture, but stories may also be seen by non-agriculture readers. Agriculture journalists plan and produce web and print articles that report current trends in agriculture, and research and verify the data and sources in the story. They may also use social media to push stories, build traffic on social channels and distribute content.

Education/Training Requirements

- Bachelor's degree in Agricultural Communications, Communications, or Journalism (required)
- Strong computer and Microsoft Office (Outlook, Excel, Word, PowerPoint) skills (needed)

Recommended High School Coursework

- Agriculture Education
- English
- Computer Skills
- Writing

Common Responsibilities

- Plan and produce web and print articles that report current trends in agriculture
- Develop new business sources for articles
- Create special reports as needed
- Assist in shaping the editorial calendar for the publication
- Research and verify data and sources for stories
- Use social media to push stories, build traffic on social channels and distribute content
- Proofread material for accuracy, which may involve working with experts
- Photograph events or story subjects
- Assist in designing the layout of publications
- Write headlines and photo captions

Typical Employers

There are many agriculture-specific trade publications that would prefer to hire someone with an agricultural background. Some newspapers have writers who are agriculture reporters, and companies often have communications personnel who write for their brochures, websites and press releases.

Additional Resources

[AgChat Foundation](#)

[National Agri-Marketing Association](#)

[Public Relations Society of America](#)