Our mission is to build a powerful **media movement** reporting on the impacts of factory farming and animal policy.

Since 2018, Sentient Media has been working with media to include accurate coverage of factory farming and animal policy, using the **power of storytelling** to demonstrate how we can move towards a more ethical and sustainable food system.
THE VISION

A Credible Newsroom Dedicated to Fact-led Storytelling Around Factory Farming & Animal Policy

Our work is frequently cited and syndicated by various publications from, The Sun U.S. to Vox, reaching 100 million readers in August 2023 alone.

By increasing reliable media coverage of factory farming, Sentient Media seeks to accelerate increasing the opposition to factory farming and build capacity in the movement for more effective interventions.
THE TACTICS

Growth with What Has Worked

Continue developing Sentient Media as trusted, credible hub for influential journalists, decision-makers and influencers to increase accurate reporting on factory farming and animal policy in mainstream publications, through:

- Coalition Building & Training
- Factory Farming in Mainstream Publications
- Optimized Content Strategies
- Storytelling for Change
THANK YOU