



**NATIONAL
AG DAY**



Tips on Sharing Your Message



Media Interviews

- As part of your National Ag Day experience, the National Association of Farm Broadcasting will share your information with a local broadcasting team.
- You may be called prior to National Ag Day or after.
- The following slides are to assist you in preparation for sharing your experiences.



Media Interviews

- Be prepared, ask the following questions
 - Name of media outlet
 - Deadline
 - Format (live, taped, in person, via phone, etc.)
 - Focus/angle of story, type of information seeking
 - Other companies/people the reporter has/will interview
 - When and where it will be published
- Agree to a time that works for your schedule, offer to do interview within reasonable amount of time for media outlet
- Research media outlet
- Prepare and practice for interview
- Call reporter back as promised



Working with the Media

Traditional rules

- Never lie or mislead
- Never go off the record
- Build relationships, not friendships
- Always respond to media inquiries, even to decline
- If you agree to interview, do it

Social media rules

- Understand the landscape & opportunities
- Be professional yet authentic
- Don't overreact or fan the flames
- Decide which opportunities make sense for you
- Remember it can extend life, reach of a story



Successful Interviewing Expectations

- Be prepared
- Be an educator (for reporter, audience)
- Be focused, in control
 - If you aren't, the reporter will be
- Be ready to deliver messages effectively
- Be newsworthy
- Be quotable to make your point, message



Media Interview Tips

- Avoid hypothetical situations
- Keep your personality in the picture
- Use easy-to-understand examples; tell stories
- Say only what you want to say, then STOP!
- Don't volunteer information unnecessarily
- Have fun – and enjoy the opportunity to promote agriculture

