

Student Programming

Ag Day 2022 – March 22, 2022

Trainings: February 8 & 17; March 9 & 15

Thank you to our 2022 Student Activities Sponsor:





A *Ag Day 2022 – March 22, 2022*

Trainings: Feb 8 & 17; March 9 & 15

Tuesday, February 8
7:30 p.m. ET

“Plan” – Welcome to Ag Day 2022

- Organization and sponsor representative introductions
 - Amy Bradford, GROWMARK
 - Will Stafford, CHS
- Schedule and expectations review
- State breakout rooms
- Reflections

Thursday, February 17
7:30 p.m. ET

“Develop” – Understanding the D.C. experience in agricultural policy

- Young alumni in D.C. panel
 - [MANRRS](#) - Deshawn Blanding policy and strategy specialist for Rural Coalition
 - [AFA](#) - Carley Esser, staffer, U.S. Senate Committee on Agriculture, Nutrition, and Forestry
 - [4-H](#) - Stephanie McBath, legislative assistant, U.S. House of Representatives
 - [FFA](#) - Taylor Wiseman, staffer, U.S. Senate Committee on Agriculture, Nutrition, and Forestry
 - please submit questions for any of the panelists or host at <http://bit.ly/govtpanelquestions> by February 15 at 5 p.m. ET
- Greetings from USDA
- Introduce the Ask
 - Breakout rooms

Wednesday, March 9
7:30 p.m. ET

“Do” – Why policy is important

- Kellie Adesina, federal government affairs director, Bayer
- “The Ask” breakdown
- Reflections

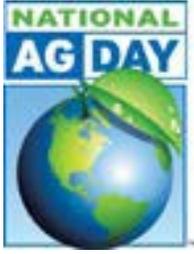
Tuesday, March 15
7:30 p.m. ET

“Reflect” – Engaging with policy at Ag Day and after

- Chandler Goule, CEO, National Assoc of Wheat Growers
- Mock visits
- Last-minute questions
- Reflections

Tuesday, March 22

All-day Visits



Trainings: Feb 8 & 17; March 9 & 15

Meet Your Speakers

Day 1 - "Plan" – Welcome to Ag Day 2022



Amy Bradford

Amy Bradford is corporate communications manager for GROWMARK, an international supply cooperative doing business across North America. Bradford is responsible for developing and implementing the corporate communications strategy, including employee, member, and external communications; protecting and promoting the cooperative's reputation; proactive corporate media relations and public relations; young producer programming; cooperative education and awareness; and the cooperative's annual meeting. She is also responsible for the organization's philanthropic efforts and manages the GROWMARK Foundation.

Bradford's 30-year professional career includes work in the public and private sectors, holding positions at Illinois Farm Bureau, Illinois Soybean Association, Illinois Department of Agriculture, and Farm Credit Services of Illinois. Her background includes print and broadcast journalism, public and media relations, issue management, and state and national government relations.

She has been actively involved in the National Agri-Marketing Association and served as President (2017-18), Vice President (2016-17), and Secretary-Treasurers (2015-16). She also served as programming chair and president of Heartland NAMA. She is a member of Public Relations Society of America, American Agricultural Editor's Association, Agriculture Relations Council, and Cooperative Communicators Association. She is a Mentor in the Agriculture Future of America Fellows program.

Bradford is an adjunct professor at Greenville University, teaching courses in organizational behavior, cultural influences in the workplace, organizational communication, research methods, and data analysis.

Bradford holds a bachelor's degree in organizational leadership from Greenville University and earned a master's degree in organizational leadership from Gonzaga University.



Will Stafford

Will Stafford is Washington Representative for CHS, who focuses on agriculture and trade policy in Washington, D.C. Prior to joining CHS in 2019, Stafford worked for United States Senator Pat Roberts, from Kansas, where he helped craft the 2018 Farm Bill. Stafford has also worked for the National Association of Wheat Growers, where he was Director of Government Affairs. He is a graduate of Towson University in Maryland, and is currently pursuing a Master's Degree in agribusiness at Kansas State University.



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Meet Your Speakers

Day 2 - "Develop" – Understanding the D.C. experience

Meet the Government Relations Panelists



DeShawn L. Blanding

A native of Manning, S.C., DeShawn is the Policy and Strategy Specialist for Rural Coalition in Washington, D.C. He focuses on grassroots solutions to civil rights and racial equity issues in federal agriculture and rural policies and programs. Previously he was a staffer on the United States Senate Committee on Agriculture, Nutrition, and Forestry. DeShawn obtained his Bachelor of Science in Agricultural and Environmental Systems from North Carolina A&T State University, where he was a National USDA 1890 Land Grant Scholar – a full scholarship and federal government employment with the USDA-NRCS as a Soil Conservationist Aide – and is currently pursuing a Master of Arts in Public Policy (Philosophy and Social Policy) at The George Washington University.

DeShawn was elected as a 2016-2017 National FFA Vice President and subsequently, served as a National Undergraduate Student Vice President for the National MANRRS Society (Minorities in Agriculture, Natural Resources, and Related Science). He is a member of the Black Professional in Food and Agriculture (BPFA), the National FFA Alumni and Supporters, and the historic Alfred Street Baptist Church in Alexandria, Va., where he serves on the Social Justice Ministry.



Carley Esser

Carley Esser currently serves as a professional staff member for the United States Committee on Agriculture, Nutrition, and Forestry under ranking member John Boozman. She handles Title I commodities, disaster programs, and crop insurance.

Formerly, Esser was the senior legislative assistant for Missouri Congresswoman Vicky Hartzler, where she handled the agriculture committee portfolio in addition to trade, energy, environment, education, foreign aid, transportation and infrastructure policy portfolios since 2018.

Other experience in the industry includes a stint with U.S. Agency for International Development (USAID), the U.S. Grains Council in their Global Strategies department, and extensive involvement with the National FFA Organization and Agriculture Future of America (AFA) organizations.

Esser graduated with a degree in agricultural education from the University of Missouri, where she was able to work with agriculturists across her home state.



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Meet Your Speakers

Meet the Government Relations Panelists



Stephanie McBath

Stephanie McBath is originally from upstate New York and grew up in the dairy industry. She was heavily involved in 4-H, FFA and similar ag programs.

She is a graduate of Cornell University, where she studied animal science and was active in collegiate Farm Bureau, the Cornell Dairy Science Club, the Dairy Judging Team, and was a student advocate for the land grant system at the federal level. She is currently a legislative and press assistant in the U.S. House of Representatives, where she handles a diverse agriculture, food and environmental legislative portfolio.

Fun fact – Cornell is home to the world’s smartest cows!



Taylor Wiseman

Taylor Wiseman serves as a legislative assistant on the U.S. Senate Agriculture Committee for Ranking Member John Boozman, focusing on livestock, poultry, climate, forestry, and trade, in addition to assisting the Chief Economist.

Taylor has found her purpose in serving others through a life in agriculture. She grew up on her family’s small farm in Arkansas. The desire to serve others flourished when she served as a state and national FFA president, interned in the House of Representatives, and taught agriculture at an orphanage in Mexico. She pursued a bachelor’s in agricultural business at Southern Arkansas University and a master’s in agricultural economics at the University of Arkansas. Equipped with her love of serving, passion for agriculture, and education – she headed to Washington, DC. She joined the committee in February 2020.

While not at her day job, she loves hiking and biking around the DC area and planning her next road trip.



Trainings: Feb 8 & 17; March 9 & 15

Meet Your Speakers

Day 3 - "Do" – Why Policy is important



Kellie Adesina

Kellie Adesina serves as director of government affairs at Bayer, where she is responsible for crop science issues like gene editing, biotech regulation and approvals, biostimulants, oilseeds, vegetables, and food security. Prior to joining Bayer, she served as chief counsel on the House Agriculture Committee for Chairman Collin C. Peterson. In this capacity, she successfully drafted several provisions included in the Agriculture Improvement Act of 2018. She also provided strategic and legal counsel to the chairman and other democratic members of the committee.

Before joining the House Agriculture Committee, Kellie was senior counselor in the office of the general counsel at the U.S. Department of Agriculture (USDA). In this role, she served as the chief of staff to the general counsel and provided legal advice and services regarding the broad range of activities at USDA.

Before USDA, Kellie was legislative director to Congresswoman Marcia L. Fudge of Ohio, where she developed and implemented the congresswoman's legislative agenda, and managed the legislative staff. She also guided the congresswoman through the 2014 Farm Bill Conference Committee negotiations. Additionally, Kellie has worked for Congresswoman Judy Chu of California as legislative counsel and in various roles for Senator Robert Menendez of New Jersey, her home state.

Kellie holds a Juris Doctor from The Ohio State University Moritz School of Law and a Bachelor of Arts from Bethune-Cookman College. In her spare time, she serves as a mentor and volunteers through her sorority, Delta Sigma Theta Sorority, Inc.

Day 4 - "Reflect" – Engaging with Policy at Ag Day and After



Chandler Goule

Chandler Goule is the CEO of the National Association of Wheat Growers. Chandler joined NAWG in 2016 and oversees NAWG's industry relations, acts as executive director of the National Wheat Foundation, and leads NAWG's efforts to advocate for American wheat farmers.

Before his position at NAWG, Chandler served as the senior vice president of programs for the National Farmers Union for several years. Goule also formerly served as the staff director of the Subcommittee on Livestock, Dairy and Poultry for the U.S. House Committee on Agriculture under former chairman Rep. Collin C. Peterson, D-Minn. Peterson is a member of the conservative Blue Dog Democrats Coalition.

Goule has worked extensively in Washington, D.C., on agriculture, food safety and trade policy. His previous experience extends to companies such as Bayer CropScience, Syngenta and the Houston Livestock Show and Rodeo and the Washington office of Rep. Charlie Stenholm, D-Texas.

Growing up in rural Morgan Mill, Texas, Goule is familiar with agriculture policy and the rural way of life. He graduated from Texas A&M University on a 4-H scholarship, earning a Bachelor of Science in animal science with an emphasis in production. While in Washington, he completed his master's in political management and corporate and public affairs at George Washington University.

Goule has appeared on "Good Morning America," CNN's "The Situation Room with Wolf Blitzer" and NPR's "The Diane Rehm Show." He has also been interviewed on Bloomberg TV and C-SPAN's "The Washington Journal."



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National Ag Day Attire

National Ag Day is a professional experience. Therefore, students should dress accordingly. FFA-sponsored participants are expected to wear Official Dress. Below is the expected attire for each day:

February 8: Business casual

February 17: Business casual

March 9: Business casual

March 15: Business casual

March 22: Professional dress or official dress

Shirts: We understand that you will probably want to wear something comfortable for National Ag Day events. We encourage you to wear a business casual top with a modest neckline. A collared shirt or polo is a great choice, too!

Pants: Please feel free to wear pants that are comfortable. There will be times that you will need to run and grab something, so we encourage you to wear comfortable and appropriate pants.

Accessories: Feel free to add business casual accessories to your outfit, such as a lapel pin, simple jewelry or blue light glasses. However, we discourage you from wearing a hat, as they are better suited for a casual outfit.

Hair: It's a good idea to fix your hair as you would if you were attending National Ag Day events in person. Take a few moments to comb or style your hair before you join.

Background: It's a great idea to look around you to ensure your background is appropriate before joining. We understand if you need to join from your bedroom or dorm, so please make sure you have an appropriate background.



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Zoom Tips and Tricks

Zoom Setup

We recommend downloading the Zoom Client and setting up your account before National Ag Day events begin. This only needs to be done once and will allow you to troubleshoot if you encounter any problems.

- To begin, visit zoom.us.
- Sign up for a free account. This allows you to create your own profile to personalize your account.
- To download the Zoom program, find the Resources tab on the top right-hand corner of the zoom.us main page. The Resources tab will drop down to multiple options, where you will select "Download Client."
- The Download Center page will open. Select the download option for "Zoom Client for Meetings." This will then prompt the download, where you will follow the download instructions.

Zoom Etiquette

- Choose a space that is quiet and well-lit. The best lighting is bright and natural, but overhead fixtures work the best when using artificial light.
- To cut down on background noise and help with video quality, it is best to keep yourself muted. Select the button that looks like a microphone in the bottom left-hand corner to mute yourself. When muted, the microphone will be covered by a red line.
- It is also acceptable to use headphones when participating in a Zoom meeting. This can help to reduce background noise and help you hear better.
- When you need to excuse yourself from the meeting for a short period of time without needing to leave the meeting completely, it is appropriate to turn off your camera. This can be done by selecting the button that looks like a video camera in the bottom left-hand corner. When your camera is turned off, your screen will be gray with your name in the center.
-

How to Apply a Virtual Background

- Once you are in a Zoom meeting, you can change your background to a virtual one.
- At the bottom left-hand corner of your screen, you will see audio and video options. Selecting the arrow on the right-hand side of the video camera, select "Choose a Virtual Background." This will prompt a new window to open.
- On the right-hand side of the new window, there will be a small plus sign that will allow you to select a pre-saved image from your computer.



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Zoom Tips and Tricks

How to Share Your Screen

- A tool offered by Zoom is to share your computer screen with the other participants in the meeting. At the bottom of your screen on the toolbar, you will see an option that says, "Share Screen."
- Once you select that option, a window will open that allows you to choose which of your screens you would like to share with the other participants.
- When your screen begins to be shared with other participants, a separate toolbar for this tool will appear. To stop sharing, you will select the red button that says, "Stop Share."

Leaving a Zoom Meeting

- You do have the opportunity to leave a Zoom meeting before it is over.
- To leave the meeting, there will be a red button on the bottom right-hand corner that says, "Leave Meeting." When selecting this option, it will ask you if you are sure if you want to leave the meeting which you will then select "Leave Meeting" again.



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What should a good invitation include?

- **Clear time of availability.** When are you free? Be clear and intentional when you are available for a meeting. This helps the scheduler or person you intend to meet with determining if they are available.
- **The goals.** Why are you asking to meet with them? Outlining your goals in advance help the official preparation for the meeting and helps to provide direction around others who should join or who should cover in case of a conflict
- **Virtual or in-person.** Is there any flexibility in this? COVID-19 is still impacting the way meetings are scheduled. Make sure you share early on if you want to meet in person or virtually and be prepared for a potential counter-proposal of the opposite in their response. Can your schedule handle this change?

As you alter the email scripts below, consider the three suggestions above.

Email Template

Subject:

Meeting Request – 2022 National Ag Day – (Official's Name)

Email:

To the Office of (Official),

Each year members from AFA, 4-H, FFA and MANRRS attend National Ag Day in Washington, D.C. To expand the reach of the programming, students are participating both virtually and in person. As a member of (ORGANIZATION) from (STATE), I'd like to schedule a meeting on behalf of my fellow participants with (OFFICIAL) on Tuesday, March 22, 2022. (I/we) hope to have an in-person meeting but am more than willing to meet virtually.

National Ag Day is a time when producers, agricultural associations, corporations, universities, government agencies and countless others across America gather to recognize and celebrate the abundance provided by American agriculture.

The visiting window we have carved out for the legislative visits is from 11 a.m. to 5 p.m. Eastern Standard time. We would be honored to meet with (OFFICIAL) or a member of their staff who handles agricultural-related policy matters during that time.

As National Ag Day participants, we are so thankful for the time key decision-makers in agriculture policy spend with our members. We look forward to hearing from you.

Thank you for your time,



Feb 8 & 17, March 9, 15 & 22, 2022

Confirmation Email Template

Hello (Scheduler's Name),

Ag Day participants from (STATE) and (OFFICIAL) are confirmed to meet at (TIME) on Tuesday, March 22 EST (in person in room (OR) via the below virtual information). Should anything change, please reach out to me.

Attach virtual meeting link with passwords or conference call numbers

Thank you,



<u>State</u>	<u>Organization</u>	<u>Name</u>	<u>Primary Email</u>
Alabama	National FFA	Brianna Payne	brip2203@gmail.com
Arkansas	National FFA	William Blankenship	wblankenship@arkansasffa.org
Arkansas	National FFA	Josie Kelly	jkelly@arkansasffa.org
Arkansas	4-H Agriculture Future of America	Hallie Roby	halliero.22@gmail.com
California	Agriculture Future of America	Jasmine Garza	jasminegarza115@gmail.com
Colorado	4-H	Jonathan Cable	jonathan.cable@colostate.edu
Colorado	4-H	Kaitlyn Rector	Kaitlynleannrector@gmail.com
Connecticut	4-H	Abigail Wilber	Abigail.wilber@uconn.edu
Delaware	National FFA	Jackson Sylvester	jsylvester@ffa.org
Delaware	National FFA	Kaylee Wagner	kayleewagner123@gmail.com
Delaware	4-H	Leslie Webb	leslie.webb397@gmail.com
Delaware	National FFA Agriculture Future of America	Kendall Metz	Kmetz@delawareffa.org
Florida	Agriculture Future of America	Aralyn Nunez	aralyn.nunez@ufl.edu
Hawaii	Agriculture Future of America	Alexis Camara	alexiscamara11@gmail.com
Idaho	National FFA Agriculture Future of America	Claire Shelton	claireshel03@gmail.com
IL or IN	Agriculture Future of America	Tomi Harrod	harrodt@purdue.edu
Illinois	National FFA	Adam Loker	President@illinoisffa.org
Illinois	National FFA Agriculture Future of America	Gracie Murphy	secretary@illinoisffa.org
Illinois	Agriculture Future of America	Sally Reed	sallyareed19@gmail.com
Illinois	National FFA	Jaton Shaffer	vicepresident@illinoisffa.org
Illinois	National FFA	Lauren Mohr	reporter@illinoisffa.org
Indiana	4-H	Anya Aulbach	aaulbach@purdue.edu
Indiana	National FFA	Nicholas Neuman	secretary@inffa.org
Indiana	4-H	Madison Powell	powellmr@purdue.edu
Kansas	4-H	Adelaide Easter	adeaster41@ksu.edu
Kansas	National FFA	Josey Schmidt	josey@ksffa.org
Kansas	National FFA	Rachel Sebesta	sebesta.rachel@yahoo.com
Kentucky	National FFA	Philip Caldbeck	Philip.caldbeck@kyffa.org
Kentucky	MANRRS	Jazmine Faulkner	Jazmine.faulkner@uky.edu
Kentucky	MANRRS	Maya Horvath	Maya.Horvath@uky.edu
Kentucky	MANRRS	Donavan Moore	dmmo242@uky.edu
Kentucky	National FFA	Isaiah Pruitt	isaiah.pruitt@kyffa.org
Kentucky	4-H	Landry Woodrum	Lowo223@uky.edu
Kentucky	National FFA	Elijah Brock	Elijah.brock@kyffa.org



<u>State</u>	<u>Organization</u>	<u>Name</u>	<u>Primary Email</u>
Louisiana	National FFA	Cesilee Oliver	coliver@laffa.org
Louisiana	National FFA	Bryson Bonnette	Bjohnson@laffa.org
Maine	4-H	Ashton Caron	ashton.caron@maine.edu
Maine	4-H	Elizabeth Eaton	lizzbetheaton@gmail.com
Maryland	National FFA	Jayci Mitchell	Jayci.mitchell@mdffa.org
Maryland	4-H	Lynne Thomas	lynnethomas163@gmail.com
Massachusetts	National FFA	Emily Eberhardt	Eeberhardt06@gmail.com
Michigan	National FFA	Amara Jackson	President@michiganffa.org
Michigan	4-H	Abby VanDyk	vandykab@msu.edu
Minnesota	Agriculture Future of America	Parker Aase	parker.aase@jacks.sdstate.edu
Mississippi	National FFA	Katelyn Walters	Kakawalters03@gmail.com
Missouri	National FFA	Caitlyn Ernst	cernst2022@oakridge.k12.mo.us
Missouri	National FFA	Hannah Shanks	Hannah.shanks@missouriffa.org
Missouri	4-H	Brendon Engeman	bbe9509@gmail.com
Missouri	National FFA	Grant Norfleet	grant.norfleet@missouriffa.org
New Jersey	National FFA	Abbey Goodenough	abbeynbcffa@gmail.com
New York	National FFA	Alyssa Hotchkiss	alyssahotchkiss27@gmail.com
New York	Agriculture Future of America	Jessie Brooks	jmb796@cornell.edu
New York	MANRRS	Mary Vandenbosch	Mary.vandenbosch23@houghton.edu
North Carolina	Agriculture Future of America	Max Hagaman	mjhagama@ncsu.edu
Ohio	National FFA	Morgan Anderson	manderson@ohioffa.org
Ohio	National FFA	Jared Dunn	Jdunn@ohioffa.org
Ohio	National FFA	Cassandra Mavis	cmavis@ohioffa.org
Ohio	National FFA	Lindsey Stump	lindseystump04@gmail.com
Ohio	National FFA	Branson Van Fleet	bvanfleet@ohioffa.org
Ohio	National FFA	Laura Wuebker	lwuebker22@gmail.com
Ohio	Agriculture Future of America	Hunter Gibson	hugibso@okstate.edu
Oklahoma	Agriculture Future of America	Hunter Gibson	hugibso@okstate.edu
Oregon	National FFA	Josiah Cruikshank	jcruikshank@ffa.org
Pennsylvania	National FFA	Jordan Anderson	Janderson@paffa.org
Pennsylvania	National FFA	Ravyn Bashore	rbashore21@gmail.com
Pennsylvania	Agriculture Future of America	Isako Di Tomassi	iqd5102@psu.edu
Pennsylvania	Agriculture Future of America	Isako Di Tomassi	iqd5102@psu.edu
Pennsylvania	National FFA	Jess Herr	jherr@paffa.org
Pennsylvania	National FFA	Molly Cessna	mcessna@paffa.org
Pennsylvania	National FFA	Nina Coolidge	ncoolidge@paffa.org
Pennsylvania	National FFA	Greg Gipe	ggipe@paffa.org
Pennsylvania	National FFA	Alayna Harrell	aharrell@paffa.org
Pennsylvania	National FFA	Trevor Maxwell	tmaxwell@paffa.org
Pennsylvania	National FFA	Abigail O'Neill	Aoneill@paffa.org
Pennsylvania	4-H	Isabel Poorbaugh	poorbaughisabel@gmail.com



<u>State</u>	<u>Organization</u>	<u>Name</u>	<u>Primary Email</u>
South Carolina	National FFA	Cayden Gates	Gatect203@gmail.com
South Dakota	National FFA	Hadley Stiefvater	Hadley.Stiefvater@jacks.sdstate.edu
Tennessee	National FFA	Harrison Falcofsky	harrisonfalcofsky@tnffa.org
Tennessee	National FFA	Nicholas Bradley	nicbradley@tnffa.org
Texas	National FFA	Cade Conrad	cade.conrad@texasffa.org
Texas	National FFA	Emelia Cordell	emeliacordell1@gmail.com
Texas	National FFA	Allison Gallaher	gallaherallison55@gmail.com
Utah	Agriculture Future of America	Morgan Perkins	moperkins99@gmail.com
Utah	National FFA	Kenadee Stubbs	utahffavp2122@gmail.com
Virginia	National FFA	Lauren Rhodes	lauren@supportvaffa.org
Virginia	National FFA	Emma Jackson	emmarosejackson15@gmail.com
Virginia	National FFA	Sammy Leach	Sammy@supportvaffa.org
Virginia	National FFA	Jackson Lohr	Jackson@supportvaffa.org
Virginia	National FFA	Charlie Moser	charlie@supportvaffa.org
Virginia	National FFA	Ellie Vance	ellievance6852@gmail.com
Washington	National FFA	Cole Baerlocher	cbaerlocher@ffa.org
Washington	Agriculture Future of America	Isaac Bishop Henaku	isaachenaku2@gmail.com
Wisconsin	National FFA	Sydney Bender	sbender@wisconsinffa.org
Wisconsin	National FFA	Emily Dahlke	edahlke@wisconsinffa.org
Wisconsin	National FFA	Casey Denk	cdenk@wisconsinffa.org
Wisconsin	National FFA	Amara Livingston	alivingston@wisconsinffa.org
Wisconsin	National FFA	Ben Styer	bstyer@wisconsinffa.org
Wisconsin	National FFA	Lashawna Vogel	lvogel@wisconsinffa.org
Wisconsin	National FFA	Katie Zimmer	kzimmer@wisconsinffa.org
Wisconsin	Agriculture Future of America	Ashley Hagenow	ashleyhagenow@gmail.com
Wisconsin	National FFA	Mia Hillebrand	mhillebrand@wisconsinffa.org

Thank you to our 2022 Student Activities Sponsor:



Tips & Tricks for Media

Successful Interview 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

Ahead Of Interview

- ▶ Be prepared, ask the following questions
 - Name of media outlet
 - Deadline
 - Format (live, taped, in person, via phone, etc.)
 - Focus/angle of the story, type of informationseeking
 - 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 interview within a reasonable amount of time for media outlet
- ▶ Research media outlet

What Makes News

- ▶ Human interest
- ▶ Timeliness
- ▶ Conflict/controversy
- ▶ Change
 - New, unique, odd/unusual
- ▶ Proximity
- ▶ Prominence

Working with 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 and opportunities
- ▶ Be professional yet authentic
- ▶ Don't overreact or fan the flames
- ▶ Decide which opportunities make sense for you

Role of Reporters

- ▶ They deliver news that resonates with their audience
 - Local story is a different angle than a national story
- ▶ Stories vary based on goal of news story personality of reporter

As A Spokesperson

You have the right to:

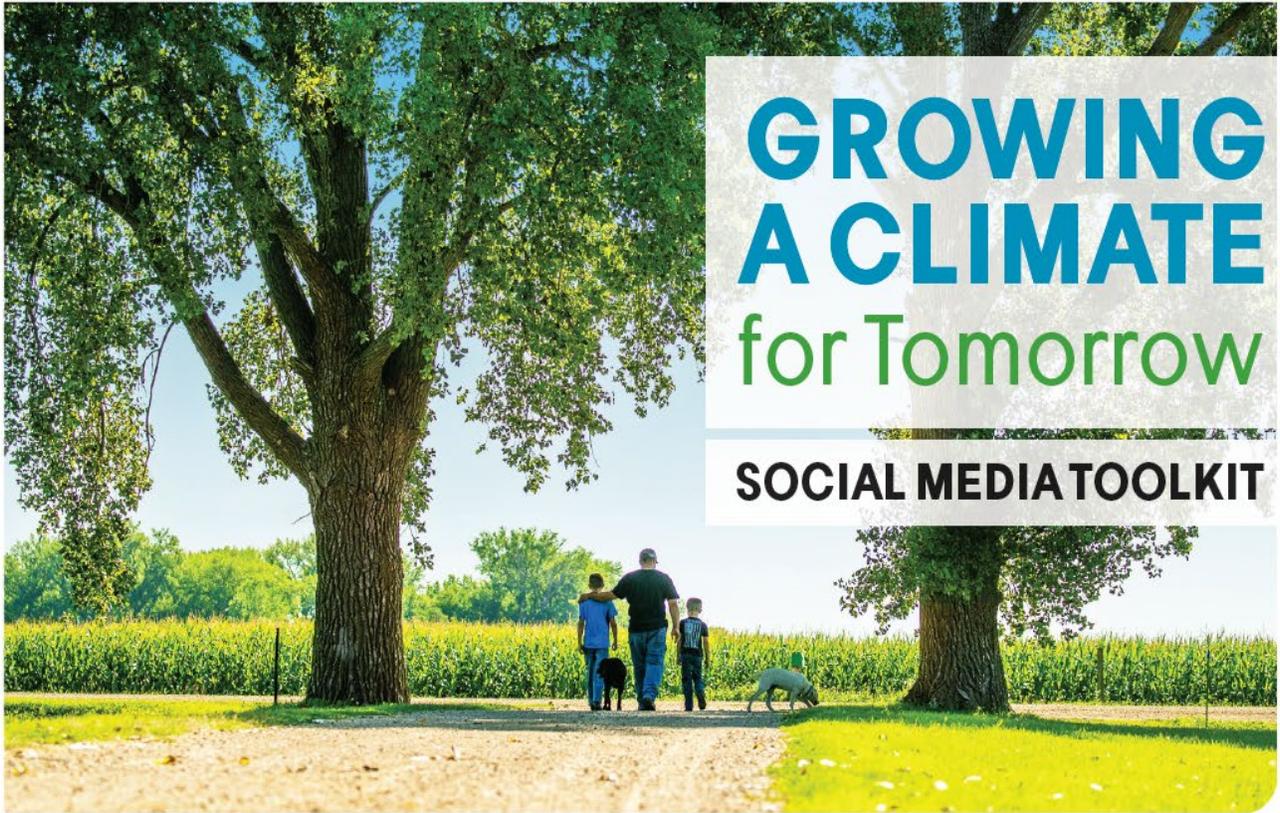
- ▶ Know the topic in advance
- ▶ Help define the agenda
- ▶ Know the direction the interview will take
- ▶ Know if the story will run
- ▶ Know if you will be quoted
- ▶ Know if the interview is live or taped
- ▶ Know your interviewer
- ▶ Ask questions
- ▶ Be treated courteously

You do not have the right to:

- ▶ Know specific questions in advance
- ▶ See the story in advance
- ▶ Change your quotes
- ▶ Edit the story

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



GROWING A CLIMATE for Tomorrow

SOCIAL MEDIA TOOLKIT

Photo courtesy of CHS Inc.



NATIONAL AGRICULTURE DAY – MARCH 22, 2022

Celebrate the dedication of America's farmers and the bounty of American agriculture on National Ag Day. Producers, agricultural associations, corporations, universities, government agencies and individuals join each year to recognize the importance of agriculture in our country. Please join us and help spread the word!

SHARE THE STORY of American Agriculture

2022 AG DAY BOARD OF DIRECTORS

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Isabella Chism, American Farm Bureau Federation
Annette Degnan, CHS Inc.
Ceyla McCullah Glowacki, National FFA
Organization
Lynn Henderson, Agri Marketing Magazine
Don Tourte, Farm Progress
Greg Horstmeier, DTN/Progressive Farmer,
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GROWING A CLIMATE for Tomorrow

MARCH 22, 2022

#AGDAY22

No one is more committed to protecting the land than America's farmers. Learn more about how farmers are Growing a Climate for Tomorrow during National Ag Day—March 22, 2022.

#AgDay22

Our country's soil, air and water are our most precious resources. America's farmers are Growing a Climate for Tomorrow that protects them all. Learn more at **agday.org**. **#AgDay22**

Use **#AgDay22** for all your posts this year! We can't wait to see what you have to say about Ag Day in D.C. Visit **agday.org** for more information on events.

Ag Day events mark a nationwide effort to tell the true story of American agriculture. We're so fortunate to have dedicated growers and producers who feed our nation. Celebrate **#AgDay22** on March 22.

Ag Day wants to help young people consider career opportunities in the agriculture, food and fiber industries. American ag is essential now and for our future. **#AgDay22**

Thank our country's farmers for making sure we'll always have safe healthy food for our families. They're Growing a Climate for Tomorrow! Find more at **agday.org**. **#AgDay22**

How is American ag Growing a Climate for Tomorrow? Join me for National Ag Day on March 22, 2022, to learn all about it! Get all the details at **agday.org** **#AgDay22**

There are many events associated with Ag Day—not only on the national level but in communities and schools across the country. Get involved at **agday.org**. **#AgDay22**

Even if you won't be joining us for Ag Day events in D.C., you can still get involved in your local community! For more info, visit **agday.org**. **#AgDay22**

National Ag Day is almost here! Get involved and help celebrate American agriculture on March 22. Learn how at **agday.org**. **#AgDay22**

The Agriculture Council of America is hosting the Ag Day Declaration Event again in 2022 and the Essay Contest winner will be honored! It'll be held on March 22 in Washington, D.C.! **#AgDay22**

Farmers are innovators committed to leaving a healthy world for future generations. Discover how America's farmers are Growing a Climate for Tomorrow at **agday.org**. Celebrate National Ag Day on March 22, 2022. **#AgDay22**

National Ag Day recognizes and celebrates the abundance provided by American agriculture. Join us on March 22 to show appreciation for all those who keep us fed no matter what. Find out more about **#AgDay22** at **agday.org**.

There are more than seven billion people in the world — that's over seven billion mouths to feed every day. On Ag Day, March 22, show your appreciation for the American farmers who make this possible. **#AgDay22**

The Agriculture Council of America will bring 100 students to Washington, D.C., to deliver the Ag Day message to the Hill. It's never been more important to share how essential American ag is for our country. Learn more at **agday.org**. **#AgDay22**

America's farm families are stewards of the land, water and air. March 22, 2022 is National Ag Day — a great time to thank farmers for all they do. There's more at **agday.org**. **#AgDay22**

The Agriculture Council of America would like to thank all of the sponsors of **#AgDay22**. Thanks for supporting American ag!

Have you registered for #AgDay22 events in Washington, D.C.? See what's going on at agday.org.



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Thank you to our 2022 Student Activities Sponsor:



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