



Working with Farm Broadcasters and the Broadcast Media



General Rules for Working With Broadcasters/Reporters

- ✦ There is a Difference Between Farm Broadcasters & Mainstream Reporters
- ✦ Farm Broadcasters are Community Driven, Agricultural Advocates, Have a Relationship with the Rural Audience...
- ✦ Farm Broadcasters are Specialized & Know Agriculture
- ✦ Farm Broadcasters are Less Adversarial, Less Sensational, Less Ratings Driven

Tips for Packaging Your Message

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- ✦ Your Story Must Have a Hook to Get Past the Gatekeepers (Human Interest, High Impact, New Technology)
 - ✦ Must Pass the “So What” Test
 - ✦ Have Three Key Key Messages
 - ✦ Broadcast News Releases Should be One Page and Have a Interview Contact or Audio
 - ✦ Schedule News Conferences to Get the Best Coverage (Mondays, Mornings, Avoid Market Times)

Tips for Giving Good Interviews

- ✦ Talk in 30 second sound bites
- ✦ Keep it Simple (KISS)
- ✦ Give the Punch Line First
- ✦ Be Animated, Interesting, Passionate
- ✦ Be Conversational...Not Monotone
- ✦ Avoid Reading a Script
- ✦ Broadcasters Need Good Audio...Avoid Speaker Phones for Interviews and News Conferences

Tips for Working with the Broadcast Media



- ✦ Remember Reporters are on Deadline!
- ✦ Return Calls Promptly
- ✦ Be Accessible 24/7....Give them your cell number
- ✦ Build Relationships and Become a Source
- ✦ Call Us with Story Ideas, Leads

Tips for Handling Tough Interviews

- ✦ Fall back on your Three Key Talking Points
- ✦ Never say “No Comment”
- ✦ Ask the Reporter What He/She is Going to ask Before Starting the Interview
- ✦ Be Prepared
- ✦ Consider Media Training