

## **Media Training for Farmers**

*Erin Flynn*

*about 30*

In this interactive session, farmers will learn how to take control of the interview process. We will explore the specific requirements of broadcast and print reporters as well as spend time developing key messages and identifying media opportunities that can improve your bottom line.

After the session, 86% of survey respondents said they now understand the importance of crafting a clear message for the media and 73% said they definitely expect to be able to use what they learned within the next year.

- Really good presentation and presenters. Thank you
- Wonderful information!
- Need practice - would love to attend longer workshop
- Great presentation! Thanks
- Want more time, maybe break into multiple sessions
- Practice would be sweet, although not super feasible with the time constraints of the session
- More information or practice for live television. Much was covered, I'm just still nervous. The tips you provided helped immensely!
- Will probably go back and look at notes online - it was good to be asked to make a short statement about our farm.