



Farm & Food Care Ontario - Media Training workshops
Wednesday, November 27, 2019
or
Wednesday, December 11, 2019
Ontario AgriCentre, first floor board room
100 Stone Road West, Guelph.

This day-long, interactive session will give the participants the understanding of the media, the tools needed to prepare to face the media and an interview process that will give each person real life interview experience.

The program is useful for board members and staff at commodity associations who speak regularly about issues related to their sectors or any primary producer who is asked to give farm tours or speak on behalf of agriculture at municipal council meetings or other events.

Space is limited to 12 participants. The cost is \$400 per person (less a 25 percent discount for Farm & Food Care Ontario members) and includes coffee breaks, lunch and workshop materials. Facilitators include Kelly Daynard and Bernard Tobin with on-camera work by Bruce Sargent of Farm Boy Productions.

9 a.m. Introductions – each participant should come prepared to give a three minute presentation (oral only – no PowerPoint) on their farm/business.

9:30 a.m. Learning about the media

- Understanding the media
- Media tips and techniques
- Key messages - what are you saying, who are you saying it to and why?
- Interview/public speaking techniques
- Dealing with difficult questions
- Key Message – story development

11:30 a.m. First round of interviews

12:30 p.m. Working lunch (review first interviews)

2 p.m. Second round of interviews - Looking for the “quote”

3 p.m. Review second interviews

4 p.m. Wrap up

Questions or to register, email info@farmfoodcare.org