

MONTHLY AND BI-MONTHLY OUTREACH

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Getting information out to the public can be done on a monthly and bi-monthly basis depending on your goals. Radio interviews, television segments or YouTube videos and magazine columns are approaches that could be done on this timeline. Mix it up, you don't have to pick only one!



RADIO INTERVIEWS

Radio is a great outlet, especially for agriculture, since a lot of farmers and others listen to specific radio shows. For example, Farm Talk with Mick Kjar (AM 890) is played from 1:00 – 3:00 CST on weekdays and has the potential to reach 10,000 listeners during the second hour of programming.

How do you get on the radio? Building relationships with show hosts and companies or commodities who sponsor weekly time slots is key. Reach out to various show hosts, get to know them during trade shows or by following them on their social media accounts. Then when you do have the opportunity to provide an interview, make sure you do a great job!

Some radio shows have time slots specifically for Extension – this is the case for Mick Kjar with Farm Talk. He lines up interviews with county Extension agents daily at 1:35 CST to get their latest information or what's coming up in their areas for workshops and field days. Find these opportunities and reach out with some ideas on information you'd like to share.

If you're on a radio host's list of people to contact, then you're in and will be contacted whenever they need to fill a time slot! Make sure that you are available, that you have "boots on the ground" to be able to have timely content to share, and that you give a great interview.

TIPS TO A GREAT RADIO INTERVIEW FROM MICK KJAR (FARM TALK 890)

BE YOU

One of the reasons a radio host is calling you to be on their show is because we value both your content and personality. This doesn't mean you need to go overboard on personality, but it means you don't have to be restricted to just your content. Have a conversation and avoid giving a presentation.

THINK AHEAD

Most of the time when you're contacted for a radio interview, an idea of what we'd like to cover is provided. Be prepared by thinking through a few main points you'd like to make, but remain flexible to allow the host to guide you and the conversation. Also, if you'll be talking about an upcoming workshop, it may be helpful to have some of the details in front of you that you can reference – but typically the radio host will have that information in front of them and guide the conversation.

LET THE HOST GUIDE

In case that got lost in tip 2, make sure you let the radio host guide the conversation. Remember, we are professionals and will lead you in the right direction.

PIECES OF INFORMATION

When you're asked a question by the host, give enough information to make the point, but don't over-share. This can lead to a one-sided interview where the host is now cut out of the conversation until we interrupt you – and that's awkward. But don't reply with one-word answers either that leave the host scrambling for another question to ask.

RELAX

Answer the questions, have a conversation. Don't think about how many people are listening, just think about talking with the host. As I say, "talking with me is like being on a township road leaning against a fender".

LEARN FROM OTHERS AND YOURSELF

Listen to the radio show prior to going live and see what you like about how people interview or what you think makes it uncomfortable. It's also helpful to go back and listen to your interviews. People generally don't like to hear themselves, but how do you expect to improve if you don't listen to how the interview went?

Additional Resource:
<https://www.inc.com/jeff-haden/how-to-be-a-great-radio-guest.html>





TELEVISION INTERVIEWS

Being a regular on a television program is a great way to get current information delivered to your audience. Television segments that regularly air can be tricky and likely require sponsorships, so this isn't for everyone. But, if you do get a television interview or segment, make it a good one! Here are some key points to doing a solid job, one that will get you invited back.

TIPS

TO DOING A GREAT TELEVISION INTERVIEW FROM TREVOR PETERSON, EXECUTIVE PRODUCER, VIDEOGRAPHER AND EDITOR WITH AGWEEK TV

STAY RELAXED

Most television segments are pre-recorded. You don't have to be perfect, there is plenty of editing that can take place behind the scenes. The videographer and producer want to make you look good as a reflection of their show. Trust that they will do their job. Your job is to be relaxed and provide the content.

PICK YOUR OUTFIT

It's important to avoid patterns that can vibrate on the camera – that's standard. Wear a solid color that bears your university or company logo if that's what you are used to wearing. Be sure to wear something you are comfortable wearing and that people would recognize you wearing on a regular basis. Don't put on a shirt that makes an already nervous version of yourself more nervous because you are uncomfortable in what you chose.

BE YOU

There's nothing worse than someone who doesn't tell jokes, trying to tell jokes. Be authentic, but be concise. Have a conversation with the videographer or producer about what you know, and do your best to forget about the camera. Look at the reporter and not at the camera when you're sharing information. The best interviews are great conversations. Speak in a conversational manner and explain things as if you were telling it to a friend at lunch.

CONTINUED

BREATH AND PAUSE

Instead of filling space with Um's and Ah's, just pause. Not only is that easier for editing, but it allows you to collect your thoughts and avoid panicking. Also, don't rush through the content, slow down.

FRAME YOUR CONTENT

When asked a question, deliver your response in a way that includes some of the information in the question. For example, producer asks, "what did you have for breakfast this morning?", instead of responding, "eggs and bacon", you respond "This morning, I ate eggs and bacon for breakfast". This gives them a clip they can use instead of three words that are out of context.

AVOID JARGON AND SIMPLIFY

The more you use technical terms, acronyms or slang, the more difficult it is for the audience to follow the story. Simplify your message and share that versus the more complex story that is specific to your colleagues or field.

EACH QUESTION IS A NEW QUESTION

Avoid referencing back to what you've already said in the interview. This means, do not use the words "again..." or "like I said earlier...". Remember, they are editing and looking for solid clips or pieces of stand-alone information that they can include in a short segment.

EXPECT DISRUPTIONS

There are all kinds of things that can go wrong while you're interviewing, passing cars or airplanes that mess up the sound, etc. Don't let these shake you, just go with the flow. Laugh it off if you need to keep from getting nervous and then take a deep breath and start again. The videographer or producer will guide you.

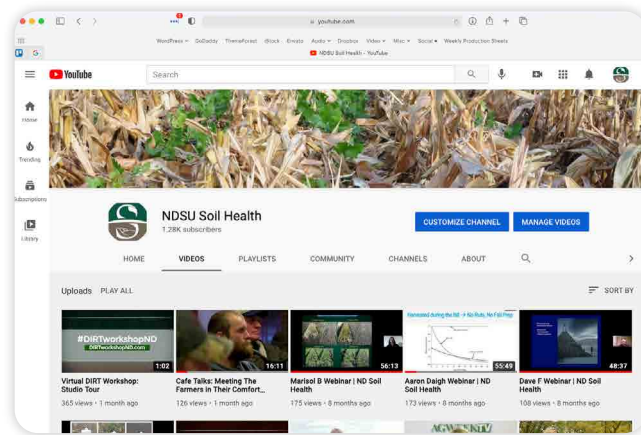
ASK FOR GUIDANCE

A great videographer or producer will let you know if something didn't come across well or your stance looks awkward. If they aren't letting you know these things, just ask them, "Where should I look?" or "Does this position look okay?" or "Did that last comment make sense or should I give it another shot?"

AGWEEK

Additional Resource:
<https://www.mediatrainingtoronto.com/blog/2014/4/13/a-tv-journalists-tips-for-a-great-on-camera-interview>





YOUTUBE VIDEOS

You can also create your own video content. There are over 2 billion monthly active users and 5 billion YouTube videos viewed each day. With this visibility, make sure you're posting quality videos, great content and organize your content in a way that's easy to find. Playlist are a great way to organize content.

Amazingly enough, your smartphone is probably the best quality camera you have and it's also the easiest to use. So, use it to get that great footage that you can post immediately either to a cloud for later editing (and to make sure you have space for recording on your phone) or directly to your social media account.

WHAT YOU NEED TO CREATE A MASTERPIECE

CAMERA EQUIPMENT

As mentioned earlier, most of what you film can be done on your smartphone. It's an amazing tool and you probably have it with you all the time making it convenient. No need to buy something expensive, just use your phone and make sure to adjust the camera settings.

CAMERA SETTINGS/QUALITY

In your camera settings, you can select a file size for video - 720, 1080 or 4K. Using 720 for immediately posting to social media allows you to post longer videos. 1080 or 4K are great if you plan to edit the footage back in the office and put together a higher quality product. High resolution footage will give you more flexibility with zooming in/cropping also. You can always zoom in/crop a 4K video down to 720 or 1080 but not the other way around.

SOUND

There are microphones/lavaliers available that can connect via Bluetooth or wireless plug-in to your phone. This will really help with the sound quality of your video, especially when it's windy. Good sound is important for getting your message across because poor quality can be very distracting.

LANDSCAPE ORIENTATION

Hold your phone sideways when getting footage. This is the most versatile way to collect footage that can be used to fill the entire screen on the news or in presentations. You'll be happy you didn't film with portrait.

TRIPODS

It can be helpful to have a tripod to hold your phone at different heights so you can focus on the content and not holding the phone with a selfie stick.

GIMBLE

This is a stabilizer that you can put your phone into and record videos. What that means is that you can be walking, or running if you really want to, with your phone and it will hold it steady for smooth footage. This is great for both the footage recorded of you talking about a topic and also the b-roll footage that can be great for editing. Some gimbles have a tripod attachment, so it can kill two birds with one stone.

B-ROLL

This means your up-close or backup footage. When editing, you're going to need to cut parts of your sentence or re-arrange. Using b-roll to cover up those edits is key. So, if you're talking about the soil, get a close-up b-roll of the soil after you film your "interview". Get b-roll of the field, or equipment running or whatever you see. You can never have too much b-roll.

ADOBE PREMIER RUSH

This is an app you can download to be able to quickly edit videos on your phone prior to posting on social media or to YouTube. This is going to be a tool that you just have to play around with to see how it works. But you can "create a new project" from your photos or video, change sizing/frame, cut clips, add effects, slow down or speed up footage and create something that is more than just a raw video.

The collage displays several pages from FarmWorship magazine. Key articles include:

- TOPSOIL IS WORTH A TON**: A large graphic with a dollar sign and the number 50%.
- Termination Tips**: A section with a photo of a woman and text about farm management.
- Termination Tips**: Another section with a photo of a woman and text about farm management.
- MAKE FARMING FUN AGAIN**: A section with a photo of a woman and text about farm management.
- ANSWER**: A section with a photo of a cow and text about farm management.
- MINUS MUD WALK**: A section with a photo of a man and text about farm management.
- THEY CAME FROM AN AREA WHERE A STIFF WIND WAS ZERO MPH**: A section with a photo of a man and text about farm management.
- EUROPEAN SETTLERS WHO BROKE THE PRAIRIE BROKE IT AND REBROKE IT**: A section with a photo of a man and text about farm management.
- THE SUCCESSFUL FARMING PODCAST: SOIL HEALTH 2019**: A section with a photo of a man and text about farm management.

MAGAZINE COLUMNS

Getting your words in a magazine, either on a regular basis or on demand, is a great way to share information with a lot of people. In most cases, a 500-word column is plenty of space to share information and then direct readers to a website or other resources available online for additional information.

Knowing what to write is part of the challenge – how do you structure the article to get your main points across to the reader effectively?

TIPS

HELPFUL LINKS AND TIPS FOR WRITING
FROM BILL SPIEGEL, EDITOR WITH
SUCCESSFUL FARMING MAGAZINE:

[Master Class: How to Write Like a Journalist](#)

[Write Clearly: Kansas State University](#)

I like this one because it offers some basic ideas that I try to adhere to: using one word rather than two; avoid using “high fallutin” words and use basic words instead. Avoid writing things like, “as well as;” use “and” instead. (Drives me crazy). Don’t start sentences with “but” and “so”, which is hard to do in today’s writing.

[Business Writing Tips for Professionals](#)

More solid advice, including remember your audience, write conversationally, avoid buzzwords, etc. One thing I notice a lot of Extension folks doing is writing as a scientist, rather than as a journalist. That can be tough to read.

I know writers who have a magnificent vocabulary, and use that vocabulary when writing. Trouble is, those \$5 words are just difficult to read and comprehend. Use single syllable words and write at an 8th grade level.

And above all, keep your audience in mind when writing news articles, or reaching out to the public. Answer the five basic principles of journalism: Who, What, When, Where, Why and How - and you’ll be fine.

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