



Amplify Our Voices: TV & Video



Video adds color and authenticity to your message.

Pro Tips:

SHARE

- Identify a few strategic spots on your farm that make a good backdrop. Classic barn walls, flowers, animals on grass can make great visuals, adding color, texture, and interest.
- Don't be afraid to direct the reporter and film crew to spots you've identified, and, likewise, if there are places you don't want them to film, let them know. No one knows your farm like you do. This direction helps them create a visually interesting and engaging piece.
- Keep an eye on natural lighting and where the sun hits your farm at the time of day you will be filmed.
- Wear something you are comfortable and feel confident in. Generally bright colors do well on video. Avoid checks, stripes or busy patterns.
- Have some easy props on hand that you could be holding that add farm authenticity, like a basket of colorful produce or bucket of eggs.
- Ask what part of your body is in the frame so you can be aware of how you position yourself.
- Ask if it is possible to receive the interview questions ahead of time to practice. If it is recorded and you feel like you messed up, ask if you can start over. If it's live, take a breath and keep going. A smile fixes most things!
- Make sure you understand the purpose of the media piece and don't be afraid to ask questions. Ask if there is a preferred length for answers. That way you can avoid getting cut off.



Inga Witcher

Host of Around the Farm Table and organic dairy farmer (Osseo, WI)

Think about color when identifying places on your farm to reflect the life and vibrancy of your farm. Something easy to do is string a clothesline and hang a variety of colorful, vintage tablecloths or aprons, evoking a nostalgic, "grandma's farm" feel and providing a great pop of color.



Lauren Rudersdorf

Farmer
Raleigh's Hillside Farm (Brodhead, WI)

A local television station found me through a food collaborative I'm involved in. Being involved with different food and farming coalitions and organizations is super important because those are the local groups the media will often go to first to find a farmer to talk to. Most of these types of non-profit groups will have a media or communications person. Let them know you are comfortable being on television because plenty of farmers aren't wanting to do that. Let that communications specialist know what your expertise is and they can help direct media inquiries toward you, including television.



renewingthecountryside.org