



Tell Your Story (Part Two)

Exploring Radio and Sound as a Storytelling Medium

Oxford Real Farming Conference
January 5th 2024



We looked at **STORIES** in Part One

But stories work best when you find the right
PEOPLE to tell them



A 'Good Talker' is...

- An expert who talks like an ordinary person, who ordinary people can relate to
- That means no acronyms, industry jargon or business speak
- Avoid being defensive or 'clever' (*remember there's no such thing as stupid questions...*)
- Passion without preaching
- Open up, let us in
- Be ready for challenge and welcome it

A woman with short brown hair is shown from the chest up, wearing large blue and black headphones. She is wearing a mustard-colored jacket with visible zippers and buttons. Her eyes are closed, and she has a focused expression, with her right hand near her ear. The background is dark, and the lighting is soft, highlighting her face and the texture of her jacket. The text "LET'S DO SOME MORE LISTENING..." is overlaid in the upper right corner in a white, handwritten-style font.

LET'S DO SOME MORE LISTENING...



The Compass

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Ground Shift: Survival for millennial farmers

Ground Shift: The Farming Revolution Episode 1 of 4

Ground Shift talks to the next generation of farmers in Ghana, Australia and the USA.

Available now

🕒 27 minutes

Last on



Sun 4 Aug 2019

10:06

Local time

BBC WORLD SERVICE EXCEPT
EUROPE AND THE MIDDLE EAST

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PREVIOUS

You are at the first episode

NEXT

Ground Shift: Digital technology and rural communities

Ground Shift: The Farming Revolution



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Are you a good talker?

LET'S GIVE IT A GO!

Tips for interviewees and presenters...

Be prepared.
Focus.
Try not to waffle.

Listen, engage &
speak from the
heart

Have
confidence
You're the
expert

Plan it first.
Don't rush.
Do several takes.

Be your
audience's eyes

BE YOURSELF
(and enjoy it!)

Are you a good talker?

LET'S GIVE IT A GO!

RADIO 4

Battle Grounds: Culture Wars in the Countryside

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Farmer's daughter and rural affairs journalist Anna Jones uncovers the personal stories of individuals caught up in the culture wars raging under the surface of British rural life.

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5. The Urban/Rural Divide

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Coming Up

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