



Farming the Future

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





Menu





The Compass

The Compass Home

Episodes

Podcast

Clips

World Service on Facebook



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

O 27 minutes

Last on



Sun 4 Aug 2019

10:06

Local time

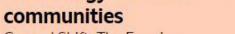
BBC WORLD SERVICE EXCEPT EUROPE AND THE MIDDLE EAST

More episodes

PREVIOUS

You are at the first episode

Ground Shift: Digital technology and rural



Ground Shift: The Farming Revolution

See all episodes from The Compass



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!

Battle Grounds: Culture Wars in the Countryside

Home Episodes



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.

Show more

Available now



5. The Urban/Rural Divide

All available episodes (5 total)

Coming Up

No upcoming broadcasts

All previous episodes





www.justfarmers.org