



# Media Training for Farms

A Three Hour Workshop on Surviving the Media Interview

Few things cause more fear in today's farm owner or manager than the thought of facing a TV camera and aggressive reporter. Particularly when something bad has happened.

This three hour workshop is guaranteed to significantly **reduce that fear**. Participants will learn that by practice and advance preparation they can **control the interview** and provide only what they want to viewers to see and hear. They'll learn why many interviews go bad and how to **prevent the common mistakes**. They'll learn what today's reporters and editors are looking for and why providing what they want can be so damaging. They'll learn how to **prepare the messages** that will matter to their audiences and deliver them like the pros. They'll **get actual on-camera practice** that will provide key insights in how to face the cameras and questions with confidence. They'll also learn when and how to **turn down the interview** without losing face and credibility.

**Product Recall. Retail Boycott.  
Fatality Accident. Labor Activism.  
Immigration Enforcement. Toxic Release.  
Environmental or Food Safety Protests.**

## About the presenter

*Gerald Baron has faced the cameras himself as a spokesperson for major oil companies. He has trained executives and leaders from large industrial facilities, government agencies and utilities. He recently conducted a three hour training in communications at the Washington State Police Chiefs and Sheriffs Association. He's the creator of the PIER System, the global leader in crisis communication management, and the author of Now Is Too Late2: Survival in an Era of Instant News called the best guide to crisis communications in the digital age. Currently he is developing a series of crisis interview training videos in partnership with WPNT in London and Brussels. A native of Whatcom County, Baron and his wife Lynne live in Bow, Washington and Palm Desert, California.*

## Media Training for Farms Workshop

Date: Wednesday, April 22, 2015

Time: 1 pm to 4 pm

Location: Rotary Bldg, NWW Fair, Lynden

Cost: \$95, \$55 for each add'l from farm (max 3)  
20% discount for both workshops

Registration: (Seating is limited, register immediately)

[Click Here to Register Online](#)

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