

MANAGING THE MEDIA

Farmers' Experiences Around the Globe



Sentry Conference 2017
Newmarket

Anna Jones
@Jonesthejourno

HANDS UP IF...



WHAT'S BEEN IN THE NEWS THIS WEEK? (WITH A FARMING FLAVOUR)

The Telegraph

'Free-range' British eggs could disappear from supermarkets next month



LEAF IT OUT! British supermarkets begin **RATIONING** vegetables after bad weather in Spain decimates supplies of lettuce, broccoli and courgettes



'Tuberculosis-resistant' cattle developed in China

The Observer

The big issue: flood of American food will damage health and ruin farms



THE MEDIA CANNOT BE MANAGED!



UNDERSTANDING THE MEDIA

Farmers' Experiences Around the Globe



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WHO AM I?



A FARMER'S DAUGHTER



A JOURNALIST



WHERE DOES FARMING FIT INTO THE NEWS AGENDA?

- Audiences are king
- In the UK most of them are urban – 83%
- Yes, it would make a difference if we had a more rural population like Ireland or Kenya...
- ...but that ship has sailed
- Media is business. It makes money by being relevant and of interest to its audiences.
- And a lot of those people live in London and the South East...



WHICH IS WHY WE HEAR A LOT ABOUT
THIS...

SOUTHERN

southernrailway.com



...AND NOT MUCH ABOUT THIS



WHAT IS 'THE DISCONNECT'?

- Something is misfiring between rural Britain and the mainstream media...
- *“Farmer bashing!”*
- *“Towniephile!”*
- *“Classic media bimbettes! Do men get jobs with you people? People who actually know something about farming?”*
- And it goes the other way too...
- *“Farmers have got a chip on their shoulder about not being appreciated”*
- *“All they want are puff stories!”*
- *“Terrible exceptionalism! What other industry gets as much coverage on the BBC?”*



WHAT CAUSES THIS 'DISCONNECT'?

- Urban Bias
- Mutual Distrust
- A lack of transparency?
- Over-reliance by journalists on 'The Usual Suspects'



URBAN BIAS

Larry Reinhold
Cattle Rancher
South Dakota,
USA



PRIVATE SECTOR DISTRUST

Monica Eng
Journalist & Broadcaster
Chicago, USA



A LACK OF TRANSPARENCY?

Kjeld Hansen
Investigative
Journalist
Denmark



RELYING ON THE USUAL SUSPECTS

Monica Eng
Chicago, USA



POSSIBLE SOLUTIONS?

- Be open, be transparent, pick up the phone, open the door
- Empower individuals – one voice can speak louder than an entire industry



OPENNESS & TRANSPARENCY: THE FARMER'S VIEW



Peter Kiaer
Pig Farmer
Denmark



OPENNESS & TRANSPARENCY: THE JOURNALIST'S VIEW

LET THE PEOPLE KNOW THE FACTS
AND THE COUNTRY WILL BE SAFE.

ABRAHAM LINCOLN

Monica Eng
Journalist and Broadcaster
Chicago, USA



EMPOWER INDIVIDUALS

Troy & Stacey Hadrick
Cattle Ranchers
South Dakota, USA



WHAT CAN THE MEDIA DO?

- Encourage specialism
- Be more enquiring. Look beyond the 'Usual Suspects' for interviews and case studies.
- Adopt a 'Constructive News' approach – is it time to change the culture?





CONSTRUCTIVE NEWS



Ulrik Haagerup
Executive Director of News
Danish Broadcasting Corporation (DR)



Clip 1: 

Clip 2: 



PEOPLE POWER



Larry Reinhold and Family
South Dakota, USA

