

# Taking your Message from Farmers to Families

An important part of being a dairy princess is the ability to talk with farmers, people interested in farming, and the people buying the foods dairy farmers produce. You may be one of the few farmers that person ever meets. This means it is important that you be a well-spoken and intelligent representative for the dairy community.

You've been selected to be a dairy princess for your county. That means you have the knowledge. You now need to figure out how to convey all your knowledge in a focused and articulate way.

**There are many different types of speaking events that you may be asked to participate in during your year as a Dairy Princess.**

***Formal Speeches:*** You will have time to prepare and write notes for yourself. You are usually given a set amount of time to present for around one or two key topics.

***Television/Radio Interviews:*** You may or may know your topics ahead of time and the timeline may or may not be known. As the person interviewed your job is to be flexible and include information to educate those watching/listening

***Impromptu Speeches:*** You may be at an event and someone asks you to say a few words. You need to quickly piece together your thoughts and connect the event to the dairy community.

***Small Group Conversations:*** These are natural conversations where you work to answer questions and create an interest in the dairy community through engaging the rest of the small group on a topic related to dairy.

***One on One Conversations:*** These are driven by both you and the individual you are speaking with at the time. Your goal is to share new information with them at a level they are comfortable.

# What do I tell my audience about me?

When giving speeches, being interviewed on radio or tv, or meeting someone at an event you may be put on the spot and be asked to tell a little about yourself. It's helpful to have some ideas brainstormed ahead of time, so you don't feel overwhelmed.

My farm experience:  
Live on, work on, etc

Chores I help with

Favorite Farm  
Memory

Favorite Dairy Food  
or Dairy Recipe

What makes farm life  
great

**Remember:** Always keep it positive. Often times TV and radio will look for the funny and not the informative. If they ask for your least favorite, find a way to spin it into a positive. If you don't spin it, they might use a joke about your least favorite something and edit out a key message you wanted to share with your audience.

# What makes you an expert?

Find your areas of expertise when it comes to talking dairy. There are easy ways to become an expert. When speaking with people get key facts naturally into your message to build up your audience's confidence in what you are explaining to them. Let's take a look:

*Fact:* Cows need to lie down 12-14 hours a day

*Natural Conversation:* My cows really enjoy their life on my farm. They need to rest 12-14 hours a day. That means we make sure they have comfortable bedding in our barn so they can enjoy every minute of their rest.

**Remember you aren't a robot, you're an expert. If you don't have the answer, pivot the conversation to something you do know.**

Fact: Dairy farmers and workers follow several steps to assure the sanitary collection of milk from dairy cows.

Natural Conversation:

Fact: High-tech manure management takes advantage of manure as a natural fertilizer while avoiding pollution and reducing the amount of commercial fertilizers needed.

Natural Conversation:



# What do I include when I know I'll be speaking to a group?

Public speaking is different when you are in practical situations. It doesn't matter if you've taken speech classes, been in 4-H, or done speeches for FFA. You've learned the tools being in these groups, but now you need to apply these tools to real world situations. Even the most experienced public speakers can come off stiff if they don't keep to a simple formula.

**Remember the audience is not there to grade you.  
They are there to learn from you and enjoy your message.**

My mini-biography:

Trust Builder:

Expert Fact:

Expert Fact:

Expert Fact:

What do I want everyone in the audience to remember when they are done listening to me?:

# What does your audience want?

When getting for a speech people often focus on what they as the speaker needs to know. Instead, try flipping it. What does the audience want to get from hearing you speak.

Trust is listed as the most important quality audiences look for in a speaker. This means you need to find a way to connect without sounding forced.

Here are some possible events you may encounter during the next year. What are easy phrases you can use to establish trust with your audience. It doesn't matter if it is one hundred or one, just focus on making that connection.

Event	Possible Opening	New Ideas
Breakfast on the Farm large group welcome	"It's so exciting to see all of you here today. This farm isn't much different from my own..."	
County Fair Dairy Building mingling among fair goers	Welcome to the dairy barn. Did you know the cow you are looking at is just like the ones I milk?	
Moving between small groups at a June Dairy Month Tasting Event	Isn't this cheese delicious? Cheese is my favorite dairy food because...	

# Looking for more help?

<p>Five Basic Public Speaking Tips <a href="https://www.youtube.com/watch?v=AykYRO5d_I">https://www.youtube.com/watch?v=AykYRO5d_I</a></p>	<p>These are five basic tips from Toastmaster, an organization helping people become more comfortable with public speaking.</p>	
<p>How to Prepare for a TV Interview <a href="https://www.youtube.com/watch?v=oBodtsEYZ3c">https://www.youtube.com/watch?v=oBodtsEYZ3c</a></p>	<p>Basic ideas on how to stay calm and get your mind wrapped around a possible tv interview.</p>	
<p>4 Essential Body Language Tips... <a href="https://www.youtube.com/watch?v=ZK3jSXYBNak">https://www.youtube.com/watch?v=ZK3jSXYBNak</a></p>	<p>Tips to help keep your body focused while giving a speech.</p>	
<p>How to use your voice in speeches and presentations <a href="https://www.youtube.com/watch?v=qCIIFBmXYJU">https://www.youtube.com/watch?v=qCIIFBmXYJU</a></p>	<p>How to use your voice to enhance your speeches and add variety</p>	
<p>How to Dress to Make a Speech <a href="https://www.youtube.com/watch?v=9aosf7TZ9fU">https://www.youtube.com/watch?v=9aosf7TZ9fU</a></p>	<p>Simple reminders on how to dress for a public speaking event that will support your message and not distract</p>	

There are a ton of free resources online beyond just Youtube. If you feel like your fear of public speaking is getting in your way, try checking out the TED talk website. If you search for fear of public speaking you'll find lots of speakers talking through the science of why and how to help deal with this fear. There are also talks on becoming a better public speaker in general.

