

# MEDIA SKILLS

TELLING YOUR STORY IN THE  
MEDIA



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# TELLING YOUR STORY IN THE MEDIA

We are so proud of all the inspiring work Diana Award recipients are achieving out in the world and we need your help to spread the message about your achievements far and wide.

Sharing your story in the media is a great opportunity to have your story celebrated in the press and to inspire other young people.

We have put together a few resources which will support you to get your story noticed by the media. In this short pack you will find a few resources to get you started:

- Tips on how to contact the media
- Tips on how to talk to the media and questions you might be asked
- Tips on how to talk about your Diana Award
- The Diana Award key messages
- An example Press Release (can be found separately)

## WHY CONTACT YOUR LOCAL MEDIA?

Engaging with the media is a great way to raise awareness about your amazing work as well as your Diana Award story.

Local newspapers and radio stations love to hear about local young people doing interesting things. It's really important to keep the local angle so, make sure you always make it clear you're a local person. Use our example press release created for you to engage with your local media. Please do edit as you see fit.



# CONTACTING YOUR LOCAL MEDIA

**1** Make a list of your local newspapers and radio stations. If you're not sure how to find them, just Google '[Your town] news/radio'. You can also contact our Press Manager Emma Pelling on [emma@pellingpr.co.uk](mailto:emma@pellingpr.co.uk) who is available to help you find the right contacts.

**2** Give each paper or radio station a call and ask for their news desk email address. They might ask you on the phone what your story is about. Feel free to use the below messaging to explain your Diana Award:

"Hi my name is [your name] and I'm from [your town/city] and I'm calling because I recently received The Diana Award, which is an Award given to young people in memory of Princess Diana. I got my award for [tell your story in a sentence of two]. Could I speak to someone about my story or get an email address so that I can send you my press release?"

**3** Send your press release and a high quality photo– put the title of the press release as the email subject, copy and paste your press release into the email, then attach the photo and send!

**4** If you don't hear anything after a couple of days, give them a call to find out if they'd like any more information or an interview. Don't be worried about calling – news desks always want to hear about good local stories!

- If you're worried about what to say, explain that you're calling because you have a story they might be interested in. Explain your story (e.g. why you received your Diana Award and ask if anyone has already picked up the press release you sent. If not, offer to send it over again.

**5** If you're having any problems – get in touch! We're more than happy to help. Contact [comms@diana-award.org.uk](mailto:comms@diana-award.org.uk) or [emma@pellingpr.co.uk](mailto:emma@pellingpr.co.uk) or any of the Awards team and we'll be happy to help out!



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# SPEAKING TO THE MEDIA

It's perfectly natural to feel a little nervous before talking to the press, we all do! Try and remember our top tips:

- It's wonderful that the press wants to help share your story, so they will be want to hear your excitement. Say how you feel!
- When on camera always make eye contact with the person interviewing you - don't look at the camera unless asked to.
- Be yourself, relax and enjoy!

Below are a few key pointers about how to talk about your Diana Award:

## WHAT IS THE DIANA AWARD?

The Diana Award is a youth charity established in memory of Princess Diana and her belief that young people have the power to change the world. The charity is supported by The Duke of Cambridge and The Duke of Sussex.

## KEY MESSAGES TO TRY TO GET ACROSS

- Receiving The Diana Award is life-changing – it's the most prestigious award a young person aged 9-25 years can receive for their social action or humanitarian work and is given out in memory of Princess Diana.
- The Diana Award is the longest running award for young people that is given to individuals and groups through a retrospective nomination process only. This is special because young people do not work towards the award, rather they demonstrate their suitability through their actions, without any expectation of reward.



# SPEAKING TO THE MEDIA

## QUESTIONS YOU MIGHT BE ASKED

- What's your name?
- How old are you?
- Where are you from?
- What did you do to receive your Diana Award?
- How has your work with The Diana Award impacted on your life?
- What does Diana, Princess of Wales mean to you?
- Why do you think it's important for society to recognise young people who are making a difference in their communities/society?
- If you had a message for a young person thinking about getting involved in their community, what would it be?
- What is your message to all the adults who might know a young person they could nominate for this year's Diana Award?
- How do you nominate for The Diana Award and what's the deadline?

**GOOD LUCK WITH YOUR MEDIA WORK AND ENJOY!**



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