

MEDIA SKILLS

Quick tips for Radio and
Television interviews



DEVELOPMENT
PROGRAMME



MEDIA INTERVIEWS

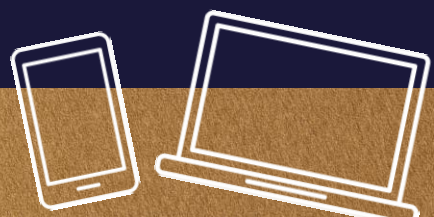
As a recipient of the Diana Award, you may be invited to speak on radio or television about yourself and your work. Interviews are such an exciting opportunity to spread awareness of your cause and reach a wider audience. Now that you've got the interview, what do you do next?

Firstly, make sure you have all the key info. By being prepared you will feel more comfortable during the interview. Here are some questions you should make sure you know the answers to, before the interview:

- What is the programme?
- Will it be live or pre-recorded?
- How long the interview will last?
- Who else is being interviewed on the same subject?
- What will the first question be?
- Will I be introduced as a Diana Award recipient?

As well as the questions above, make sure you haven't forgotten about the basics:

- Triple check the date and time of the interview.
- Confirm any deadlines for pre-recorded events.
- Make sure you know what you're going to wear.
- Wear your Diana Award badge (if you have one).
- If on camera, be aware of your surroundings and what's behind you.



TOP TIPS

Now that you've covered the basics, here are some top tips to make sure you feel comfortable and confident during the interview.

DO

- Think of three key points and always rehearse.
- Try and mention The Diana Award at least once.
- Use an example if you can; an anecdote or illustration to bring to life the point you are making.
- Imagine you are talking one-to-one with a relative or friend: don't worry about the masses out there.
- Be natural: be yourself.
- If you get a difficult question, deflect it and carry on with your rehearsed message.
- **TV:** If on TV, expect make-up, bright lights and a good deal of confusion around you, so keep focused.
- **Photographs:** If you can, stand in front of signage with The Diana Award logo at an event.
- Make sure the photographer has your name and knows that you are a Diana Award recipient, together with the details of anyone else in the picture.

DON'T

- Lose your temper or shout.
- **Radio:** fiddle with papers or notes – the microphone will pick up rustling.
- Move your arms out: place them in your lap.
- Get up and move away until told.

DON'T FORGET TO ENJOY IT, HAVE FUN AND GOOD LUCK!

