



QUICK TIPS FOR RADIO AND TELEVISION INTERVIEWS

MEDIA SKILLS

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 will the interview 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.



We're proud to be the only charity set up in memory of Diana, Princess of Wales, and her belief that young people have the power to change the world. It's a big mission but there are two things within it that we focus our charity's efforts on – young people and change.

Throughout all our programmes and initiatives, 'change' for and by young people is central. We celebrate this by recognising young change makers with a Diana Award, the most prestigious accolade a young person can receive for their social action or humanitarian work.

We hope you found this resource useful and wish you all the best in your social action journey. If you would like to help us create more resources and recognise even more young people with a Diana Award, you can make a donation by visiting <https://diana-award.org.uk/donate/>

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