

10 top tips when speaking to the media

1. Think carefully about what the interview is about. Remember you can say no.

If it's about you as a volunteer, the event you're at or generally about the charity – and you're comfortable doing the interview – then go for it! Hopefully our handy tips will help you to do a great interview.

However, if it's about something that sounds controversial, a crisis at an event or something more official and you have any concerns at all – politely say no thank you, you're not the right person to talk to and contact the marcomms team for advice / support or to reschedule the interview with a staff member. **The out of hours phone number is: 07515 629614. If it is between 9am and 5pm on a weekday, please contact: 03450 669 999 or email marcomms@eaaa.org.uk.**

2. If you're happy to do the interview – enjoy it!

By doing an interview you are helping to raise awareness of our life-saving work. It's not that different to talking to an interested member of the public, just be positive, clear, concise and most of all – be passionate about EAAA. And you'll do a great job! You are an amazing member of the EAAA team. You know your stuff and why you're passionate about supporting our charity. This is your opportunity to share that with others and potentially inspire more support and/or donations!

3. Don't be afraid to ask questions before the interview starts.

Such as, what questions will be asked? Will the interview be live? Where will the interview be used? Are they interviewing anybody else at the same time? That way you won't get any surprises.

4. Take a deep breath!

It's amazing how nerve-racking interviews can be, even if you don't think you're going to be nervous. Take a deep breath, smile, speak slowly and clearly and if you feel positive about it, you will give a positive interview. If on camera, try to sit / stand up straight and don't fidget.

5. Remember, it's ok to make a mistake!

If you mess up a little – don't worry about it. Ask them to repeat the question or, if it's not live, to start again. We all forget things / get nervous, so don't worry.

6. Think about your key messages!

If you get a few minutes before, take a moment to think about – or to write down – two or three key things you want to talk about. It's amazing how when put on the spot you might forget a key figure or stat, so writing it down can help! If you're unsure of our key messages, contact Sarah Hurren or the marcomms team for support.

7. Plug! Plug! Plug!

It's always worth putting in a cheeky plug for people to donate / attend a specific event / volunteer – whatever the interview is about, you can find a way to link it back to something coming up.

8. Just be honest!

If you get asked a question you're not comfortable answering, don't feel pressured to come up with an answer. Just say politely you're not sure or you're not the right person to answer. Or tell them something else instead! Like, that we attend over 3,000 life-saving missions a year!

9. Paint a picture but please don't waffle!

You will only have a few minutes to get your point across, so do not waffle too much! Be enthusiastic and try and paint a picture for your audience to grab their attention.

10. Relax – you've done a great job! Let the marcomms team know to look out for it!