Big Local

TIPS AND TRICKS

for sharing your story with the media



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DISCUSSING YOUR PROJECTS AND PRIORITIES:

What is the project?

- When asked about specific projects, try to relate it to current events and how it is impacting local people's lives.

How projects are helping fight against inequality across England.

- Talk about how the project is combatting a national issue with a 'boots on the ground' approach. What is being done at a community level to help those most in need?

Lived experience examples.

- When talking about your area, highlight progress from what it was like before to what it is like now.
- You can take a similar approach when talking about a particular issue, and compare what it was like before to now.

Discuss the future impacts of your projects

- Sharing the impact you hope your project will have in the future can help hook an audience, make your story compelling and highlight how important these projects are within your community.



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GETTING READY FOR YOUR INTERVIEW

If your interview is online or you are being filmed for TV, consider your clothing. Bright colours and patterns can be distracting, so stick with neutral tones and solid colours.

Make sure to give yourself plenty of time to set up and relax before your interview.

Make sure you make eye contact with your interviewer when responding to questions. When interviewing online, make sure to look straight into the camera and not down at your notes.

If your interview is online from your home or workplace, you should:

- Make sure you have a pair of headphones. Some podcasts and TV interviews may require these for the interview.
- Ensure your internet is stable and double check your device to make sure it is charged and connected.
- Ensure that your phone is on silent for live broadcasts.
- Some radio or podcast interviews may require you to record your interview from your mobile phone. Make sure you have a voice recording app set up on your mobile phone.

Background

- Make sure your background is tidy and that you don't have any objects that could be distracting.
- Do not sit in front of a window.

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Don't ignore the question!

- Most people want to plug their organisation or project during an interview. However, answering the interviewer's question must be the first priority, or else you won't get invited back for future opportunities. Weave in current projects into your answer to their question as a case study.

Keep your answers concise

- Keep your answers limited to a few sentences and practice by preparing a 'soundbite' of your work. Going too in-depth risks the outlet having to cut down your answers in order to fit into the allotted time, which may alter the context of your responses. Avoid going off topic.

Know your audience

- It is important to remember that your audience will have a wide variety of backgrounds and perspectives. Ensure that your answers are accessible, easy to understand, and only share what your audience absolutely needs to know to grasp the point that you are trying to make.

Focus on real world implications

- In order to engage with the audience as much as possible, it is important to focus on the real-world implications of what you are speaking about. Use measurable terms and explain how it will improve everyday lives. For example:
    - If you want to fix poverty, teach a child to read. Education is the greatest leveller for economic inequality. Every day, we're teaching xx children.



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Avoid controversial topics

- If you're uncomfortable answering a question, easy diversion tactics include:
  - **The ABC technique**
    - **Acknowledge** the question
    - **Bridge** – this allows you to move the conversation away from the question and to change the scope of your answer.
      - For example: "What's more important to know is" or "I can't speak on this, but what I can tell you is" or "That's an interesting point, but what's really important is..."
    - **Communicate** – say what you want to say, focusing on your key messages.
  - Turning the question back on the interviewer with phrases such as "What difference would that make?" or "Is that the only method to fight climate change?"
  - Answering "I'm not an expert on this topic. So, I can only give you an answer from personal experience…"