

If you have managed to secure a radio interview for your fundraising story, there are a few key things to consider before you go ahead.

FIRSTLY

When being asked by a radio station to do an interview, find out as much information about the planned interview as you can.

ASK THE JOURNALIST

- What time/date will the interview take place?
- Whether it will be a live-to-air interview or pre-recorded?
- What questions will the interviewer be asking?
- Who will be interviewing you?
- What programme will the interview be broadcast on?
- How long will the interview be?

ASK YOURSELF

- Am I the best person to answer these questions?
- If not, then who would be?
- What are the key points I wish to get across in the interview?
- Who am I talking to? What audience am I trying to communicate my message to?

Not only will asking these questions help you to prepare for the interview, but it can also help you focus on the key points you wish to get across.

Make yourself some notes if you feel this will help. It's a good idea to keep these restricted, maybe just your key points and any key facts.

Remember, you want the journalist to be interested in your story, but you also want to make sure you get the message across that you want, so don't be afraid to ask questions, prior to the interview.

THE INTERVIEW ITSELF

You usually want to get your key points across in the opening 30 seconds of your interview. Although you may have been given a rough timescale for your interview, this will not always go to plan. To ensure you make the most of your opportunity, ensure you get across key information first. Tell human stories as well as statistics so listeners can connect with the issue. Make sure you **always** tell the presenter how people can donate or take part in your fundraising activity.

Radio interviews can feel intimidating, but if you know what is going to be asked, then you can plan ahead. The media are notoriously vague about the subjects they are covering.

A researcher will be working on many stories all at the same time. Shifts will change half way through the day and another person will be responsible for organising the interview. Handovers may not be perfect: the presenter of the program (the person who will interview you) may not have the same information you gave to the researcher.

You can't assume the person talking to you will know anything about your story, so a good grounding on what you are going to talk about is vital.

Remember, you want the journalist to be interested in your story, but you also want to make sure you get the message across that you want, so don't be afraid to ask questions, prior to the interview.

RESOURCES

Always keep a copy of your press release and/or key facts and messages handy. It's a good idea to write down some key facts before an interview. The depth of this will obviously vary depending on the interview topic, but have the details of the issue you are fundraising for, why people should care and crucially, how they can get involved or donate.

If in doubt, contact your Community Fundraising Manager, who will be happy to provide you with up to date information.

LASTLY...

It's easier said than done but try and stay relaxed during an interview. A radio interview is a great way for you to get your story heard, but sometimes it can feel a little overwhelming.

It's good to focus on the message you are trying to get across and don't talk too fast. But most of all enjoy the opportunity to tell people about your story and to have the chance to engage others and raise funds.

TIP: Do a little research into the DJ who is interviewing you- it may give you a better understanding into the style of the interview.