



Animal Aid's tips for talking to the media

Talking to the media doesn't need to be scary. Journalists are people too so don't be afraid. Remember that this is a great opportunity to reach lots of people, so even if you feel a bit nervous, you will be doing a wonderful thing.

Top tips for talking to newspaper journalists

- If a journalist contacts you, make it a priority to return the call.
- Make a note of the journalist's name, telephone number and keep the details for future use.
- If you feel more comfortable, you can offer to email a comment to the journalist - that way, they will be able to quote you directly.
- If you don't mind talking on the phone you might prefer to call them back to give you some time to prepare.
- Anticipate questions the reporter might ask and have responses ready.
- Think about how you would answer any tricky questions and never get angry with the reporter.
- Remember, the reporter gets to write the story and has the last word. Once you've said it, you've said it. So never say anything you do not want to read in print.
- If you don't know the answer either tell the reporter that you will find out the information and get back to him or her or ask them to contact Animal Aid.
- Keep responses reasonably brief, but long enough to help the reporter get useable quotes.



- Define two or three main points you would like to make about your subject. Gather facts, figures, and anecdotes to support your points. But ...
- Don't overwhelm them with statistics! People won't remember them and they will find your own personal story much more interesting.
- Talk to them as though they were someone you just met who is interested in the particular issue. Try to sound lively, passionate and interesting.

Top tips for radio interviews

- Check whether it will go out live or be pre-recorded.
- Find out if anyone else is being interviewed, and how/when the piece will be used (e.g news clip, feature, package). Will it be edited?
- Take time to anticipate questions and prepare some answers.
- If it's over the telephone you could have some key facts and figures in front of you so that you don't have to remember them.
- Make each answer strong and self-contained (e.g do not say '...as I've already said..') as only one answer may be used.
- Make sure you get your two or three key messages across, you might not have time for more.
- Speak clearly and not too fast.
- Try to be concise with your answers.
- Try to use examples to illustrate your point as these grab the listeners' attention.
- If you make a mistake, try to correct yourself and carry on. But, if pre-recorded, do not be afraid to ask to do that question again at the end of the interview.



And don't forget to enjoy the experience!