



Building communities. Transforming lives.

## Biffa Award PR Factsheet 2: Getting on the airwaves

As well as local newspapers, radio and TV stations are often very interested in community projects. As a funded project, you should definitely aim to try and broadcast your successes—quite literally!

Radio and TV journalists often set the news agenda on a given day, giving local newspapers ideas, and helping you to generate further exposure.

So how do you go about getting your project on the airwaves? Here are some simple tips to increase your chances:

**Tailor your press releases.** Try and adapt your press releases for radio/TV. Include details of photo opportunities, and mention who will be available for interview. You may also be able to find a way to link your press release to the wider news agenda. Remember—as with all your dealings with journalists, the easier you make their job, the better your chance of securing coverage.

**Be available.** Once you're ready to send your press release, make sure that you are available for any follow-up questions. Be flexible and be prepared to be asked for a broadcast interview at any time of day. Remember—broadcast media reaches far more people than newspapers do, so if you are offered some airtime, grab it with both hands!

**Treat the initial phone call like the real thing.** If you get a call from the radio/TV, chances are that they are not only hoping to find out when you are available for interview, but also to check that they think you will make a good interviewee. So make sure you speak clearly and concisely, and sound friendly and enthusiastic about your project.

**Interview tips.** If you manage to secure a broadcast interview, allow a little time in advance to sit quietly and think about your message. Jot down 3 main points you would like to get across in the interview, and be sure to say these whatever you are asked! You are unlikely to be asked difficult questions, but if you are, the most important thing is that you say something positive about your project—so don't be afraid to bypass the exact question and stick to your 3 main points. More often than not, your interviewer will be more interested in keeping the conversation flowing than in receiving answers to specific questions.

**Most importantly—take a deep breath, relax and enjoy it! This is your moment in the limelight.**

