



Handy hints: TV and radio

You may be able to publicise your activity on local TV or radio, either by contacting their news desk or by submitting brief details for a community slot or phone in.

Sometimes a journalist may require an interview particular if they are writing a feature article. Interviews can take place face to face or by telephone or email. You should choose a suitable person to be interviewed who is relevant to the feature.

This person should:

- be able to hold a good conversation
- know positive facts about orienteering, the event and the club
- be prepared
- be factual and interesting
- not use jargon
- speak clearly

Receiving a Media Enquiry

- A media enquiry is usually a request for a comment in conjunction with an event. This is usually positive and is only finalising the details of the story but a media query can occur if a negative situation has arisen.
- Assess what the journalists requires – can you answer the question?
- If you do not know the answer, do not bluff, explain you do not know the facts but you will get back to them in a specific space of time.
- Ensure you call them back even if it is just to say you are still making enquiries.
- If the issue in question requires a statement from the National Office say you will get the relevant person to call them back.
- Portray a positive message and persistently restate it.
- Do not say “No Comment”.

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