

WORKING WITH RADIO



Being on the radio can be a daunting prospect but it has the potential to make a big impact for your local campaign, with the opportunity to reach thousands of people.

Whether you want to promote an event, talk about Fairtrade generally or support a particular campaign, here are a few guidelines for getting the most out of the experience.

PITCHING YOUR STORY TO THE RADIO STATION

- ④ **Keep it short and sweet**
Try using bullet points to emphasise the key message.
- ④ **Try and identify a radio show**
that would be most suited to hear your pitch.
- ④ **Make sure the beginning** of your pitch addresses the 5Ws.
- ④ **Highlight the issue and purpose of your story.** For example: half of the world's hungry people live on small scale farms; an issue at the heart of Fairtrade Fortnight 2016.
- ④ **Include the full name of the spokesperson** (suggested interviewee), their job title (position in the Fairtrade group), their availability, as well as full contact details for the reporter to get back to you.
- ④ **You may want to include a press release** at the end of your email giving additional information.
- ④ **Email the right person** on the news planner approximately two weeks ahead of the event and follow up with a phone call the next day. If they say it is too early to confirm, try to agree when is the best time for you to call back to secure the interview.

THE 5Ws:



TIPS FOR THE INTERVIEW



BEFORE

- ◉ **Radio interviews can be pre-recorded or live.** Either way, it is essential to have your notes (including pitch, press release etc.) with you as a point of reference during the interview.
- ◉ **Research the show,** the presenter and maybe listen to a few of their previous interviews – what is their format, news or chat show?
- ◉ **How much time have you got on air?** Check if it's three or thirty minutes so you can tailor your answers to the time.
- ◉ **Try writing down three key messages that you want to get across** to ensure a clear and composed delivery. Most importantly, include a call to action – what would you like the audience to do as a result of your interview?
- ◉ **Practice makes perfect...** practice your sound bites aloud before the interview, either alone or with a friend, colleague or family member.
- ◉ **Ask the radio station what sort of questions they will ask you,** especially the first question.
- ◉ **Be on time!** Find out when the station will call you.



THE INTERVIEW

- ◉ **Be clear:** Have a glass of water nearby during the interview – there's nothing worse than getting a dry mouth during the radio interview.
- ◉ **Be confident:** Know your topic inside out.
- ◉ **Be animated and passionate:** Try standing up while you speak to liven things up a little. Adapt the tone of your voice to the story.
- ◉ **Add a local element to your interview.** For example: Over half of our local businesses use and sell Fairtrade products – look for the Mark!
- ◉ **Remember to include the name of the organisation you represent** at least once during the interview.
- ◉ **Avoid waffling** but if you stumble, just keep going – often, the listeners won't even have noticed.
- ◉ **Enjoy yourself!** Think of it as a conversation with a friend, not one with thousands.

AFTER

- ◉ **Write a thank-you note** and ask if you can receive an MP3 of the recording – you may be able to use this for other publicity purposes.
- ◉ **Get in touch with us** by emailing volunteer.towns@fairtrade.org.uk to tell us how it went.



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