

Influencing CHANGE Toolkit

The
Children's
Society

How to:
**SPEAK
OUT**



SPEAKING OUT

Two important elements to remember when being interviewed are:

1. Communicate your key message clearly
2. Reach as many people as possible

All the principles are the same whether the interview is for a newspaper, television programme, internet publication or the radio.

Want to attract media attention whilst working to influence change?

This is a great way of gaining support and raising awareness of young carers in your area.

Use this section to get interview ready and to focus your project aims and make sure you're getting your key messages across.



Don't forget to write a story about your experience of being interviewed on the YCiF Network to earn your Media Champion badge

← click to find out more

WHAT

will they ask?

The best way to prepare for an interview is to think about questions you might be asked. We've included three important questions you should be prepared to answer. Use the boxes below to jot down your answers to help you remember them.

1. What are you aiming to do and how are you doing it?



2. Why are you doing this?

3. What would you like the outcome to be?

What SHOULD I say?

In some cases, you can ask interviewers for a list of the questions they will ask before the interview - this will give you some time to think about your answers.

In order to convey your key message, most interview advice suggests you should prepare for your interview by thinking about two or three key points beforehand that deliver your message in less than 30 seconds. In order to reach the most people, try to explain your key messages as simply and clearly as possible.

Jot down the three key points of your influencing project here, then try and rehearse them:

1.

2.

3.

A good way to illustrate your issue is to give a real life example or tell a story. If you are using someone else's experience as an example, make sure they are happy for you to share it and check if they are happy for their name to be mentioned first. Think of a brief story you can use as an example in your interview and write it down here:

SPEAKING OUT Top Tips

- * Speak in a clear, slow voice.
- * Tell the truth. 'Honesty is the best policy'.
- * Explain why the issue is important to young carers.
- * Always be polite.
- * Try to stay on topic.
- * Try not to let the nerves take away the fun!
- * If you're not sure what to say, ask for a moment to think about it before you answer.
- * Briefly outline the issue you want to change and why it's important to you or your community.
- * Give examples of the impact it has on your life as a young carer.

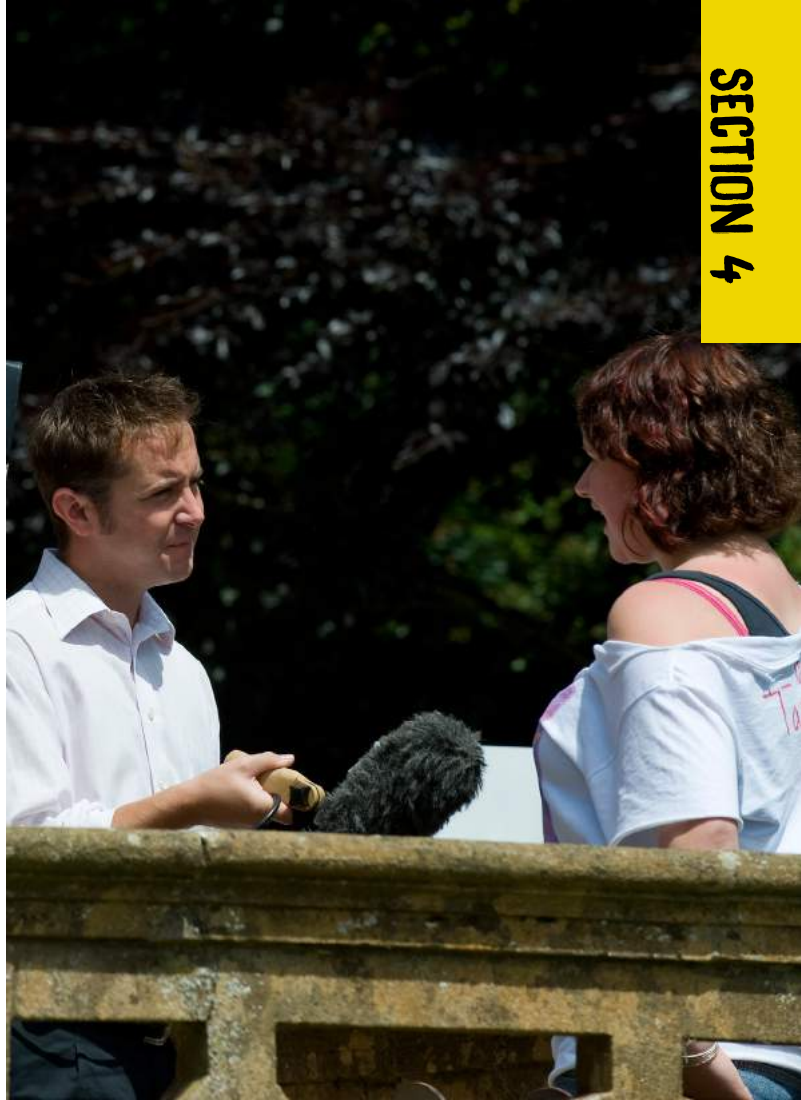
USING A Press Release

Using a press release is a great way to increase awareness of the issue you want to change.

Local and regional media are usually keen to cover local activities or fundraising events, especially if there is a photo opportunity as well. For example a local politician attending your event, or a message from a local or national VIP.

Using a headline

This is a great way to spike people's interest quickly. When using a press release you should always start with an informative and catchy headline - ideally no more than 10 words! Use the space to write some ideas for your headline down.



Journalists are very busy and contacted many times a day by people with stories. They will most likely give your press release a maximum of 30 seconds. So try to grab their attention quickly!

Top Tips

= PRESS =

Release

- * If you are a YCiF Champion, mention it!
- * Stress the 'local angle' to them.
- * Always date your press release!
- * Include key information in the first sentence, the Who What, Where and When.
- * Try to keep your press release to one side of A4.
- * If you have a photo or quote to include on the press release make sure you let them know. If there will be a photo opportunity at your event, state what it is clearly at the bottom of the press release. Make sure you include the date, time, location and contact details for the photo opportunity.
- * Use the press release template (which can be found on the next page) to draft your press release.
- * Make sure you email your press release to the news desk email address of the newspaper.

PRESS RELEASE template

Download the templates from the influencing change pack page at: youngcarer.com/influencingchange. This is a handy step-by-step guide to producing a press release for your project that will enable you to speak out, raise awareness and get some great local media coverage in the process. When you have written the press release, do a bit of research (online or grab a phone book) to find out the contact details of your local paper or radio station and email it over with an attention grabbing subject title. All you need to do is follow the guide below and you will become a local celebrity in no time - it is simple once you get the hang of it!

1. Can you list at least two top tips for being interviewed by the media?

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2. If a journalist asked you live on local radio a question about your project or event that you do not know the answer to, should you:

a) Tell the truth

Tell them you're not sure and would hate to give the wrong information, then direct them to a place (or website for example) that they will be able to find the answer.

b) Make something up

They'll never find out and you don't want to sound silly.

3. Why should you make your press release headline catchy?

Answers:

1. You could have chosen from: prepare, think of questions, memorise three key messages, ask someone to help you practice, have key things written down in front of you, use an example to illustrate your issue, speak clearly, be friendly, speak the truth, explain how people can get involved and be yourself! 2. a) Always make sure you tell the truth in the media. 3. Because journalists have a lot of press releases sent over to them, a catchy headline will be more likely to grab their attention.

How did you do?

If you got 3/4 correct, then you are more than ready to face the media! You're not scared of being interviewed or writing a press release to spread the word about your campaign or raise awareness of your issue

If not, don't worry! Use this pack to help you! Re-read the section and have another go at the activities.

TEST YOUR KNOWLEDGE

Useful Websites & Resources

* Find your Representatives

www.writetothem.com

* Government Information on Petitions:

www.gov.uk/petition-government

* How Government Works:

www.gov.uk/government/get-involved

* Know Your Rights

www.youngcarer.com/resources/ycif/know-your-rights

* Event planning guide: Eventbrite

<https://www.eventbrite.co.uk/t/event-planning-website>



We hope this section has helped with some ideas of how to speak out as part of your influencing project.