

Taking on Media Interviews

Thursday 3rd June 2021

Sabrina Kumari, Senior Communications Officer

Community Investment Scheme Cohort Three

Housekeeping

- Please keep yourselves on **mute**. This helps us avoid background noise.
- Please submit any questions through the **chat feature**. Any we don't cover will be answered in the wrap up email.
- Please note, this workshop will be recorded.
- This slide deck, along with any resources, will be emailed out after the event and added to our [new CIS webpage](#).



Agenda

- **12:00 – 12:05** Welcome and Objectives – Charlotte Silver, *Senior Marketing and Campaigns Officer*
- **12:05 – 12:30** Telling our story - Sabrina Kumari, *Senior Communications Officer*
 - What the media wants from us and what we want from the media
 - Delivering our key messages
 - Bringing our message and story to life
- **12:30 – 12:40** Dealing with challenging questions - Sabrina Kumari, *Senior Communications Officer*
- **12:40 – 13:00** Questions and wrap up - Charlotte Silver, *Senior Marketing and Campaigns Officer* and Sabrina Kumari, *Senior Communications Officer*
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Objectives

1. To understand what the media wants from us and what we want from the media
2. To feel equipped to work with the media to promote your project's activity and tell our story whilst also delivering our key messages.
3. To feel equipped to handle challenging questions posed by the media and turn questions into opportunities.

What is the Media?

- Newspapers
 - *Face to face, over phone*
- Magazines
 - *In-depth features, photos*
- Radio
 - *Live/ pre-record, studio or phone*
- TV
 - *On the sofa, outside broadcast*
- Online
 - *Podcasts, print/broadcast mix*



How the Media Works

- 24hr coverage
- Online & Social
- Fast turnaround
- Covid impact

As you can see in the footage,
the police has arrested two terrorists.
This is a footage of two terrorists that
have been arrested by
the police....

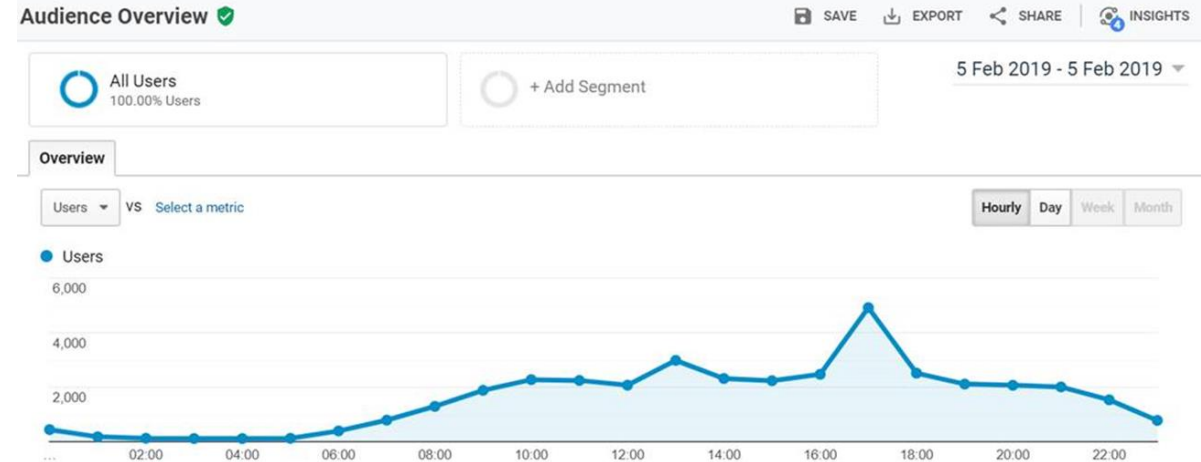


... these terrorists that have been arrested
by the police are two in number...

Brainstuck.com

What Can the Media Do For Us?

- Raise awareness
- Encourage sign ups
- Get people talking
- Speak directly to the people we need to each



Organ donation process explained on BBC news

More than 3,000 people registered their organ donation decision after a BBC news report.

Essex woman appears on The One Show to explain how it inspired her husband to save five lives

Nicola Newnes, a mum of two from Basildon in Essex, appeared on The One Show tonight to reveal how the show inspired her husband to save lives.

What Do the Media Want From Us?

- A friendly face or voice
- Simple explanations / clear messages
- A few key facts or figures
- Personal touch
- Calls to action

...to help them tell a story!

What's the story?





ITV REPORT 3 September 2019 at 2:35pm
New law means organ donation will be automatic after death: What are the facts?



The law over organ donation is changing - time to have the conversation, says NHS

Big poll majority favours the new opt-out organ donation system

The NHS 'Pass it on' campaign has been launched with the aim of encouraging people to talk about organ donation.

M News • UK News • Organ donation

Emotional mums who inspired organ donor campaign meet for first time 25 years on

EXCLUSIVE: NHS Organ Donor Register was founded in 1994 after Rosemary Cox, of Wolverhampton, West Midlands, and Emma Johnson, from Winsford, Cheshire, led the Daily Mirror campaign Change the Law for Life

Moving TV advert encourages families to talk about organ donation this Christmas before the law changes to make EVERY adult a donor next year



RECORD NUMBERS WAIT FOR HEART TRANSPLANT

Hundreds await law change

BY MARTIN BAGOT
Health Editor

MORE people are holding out for a heart transplant than ever before as the waiting list tops 300 for the first time.

As of last Thursday there were 313 patients on hold for a new heart – up from 295 at the end of March. That is nearly a three-fold rise from 120 a decade ago. Last year, 21 died waiting for a heart, making a total of 201 in the past five years. From next

spring organ donation will be on an opt-out basis, increasing the number available after years of campaigning by the Daily Mirror. But now the wait

Anthony Clarkson of NHS Blood and Transplant said: "We want to help as many people as possible so we urge everyone to think about organ donation and

share your decision with your family." Care Minister Caroline Dinenage said: "The number of people in need of a new heart keeps growing."

Britain's first successful heart transplant was performed 40 years ago, in August 1979, by Sir Terence English at Papworth Hospital Cambs. Patient Keith Castle was 52 and lived for more than five years after the surgery.

martin.bagot@mirror.co.uk
[@MartinBagot](https://twitter.com/MartinBagot)



News

3rd May

Hundreds wait for organ transplant in county as changes to organ donation laws are revealed

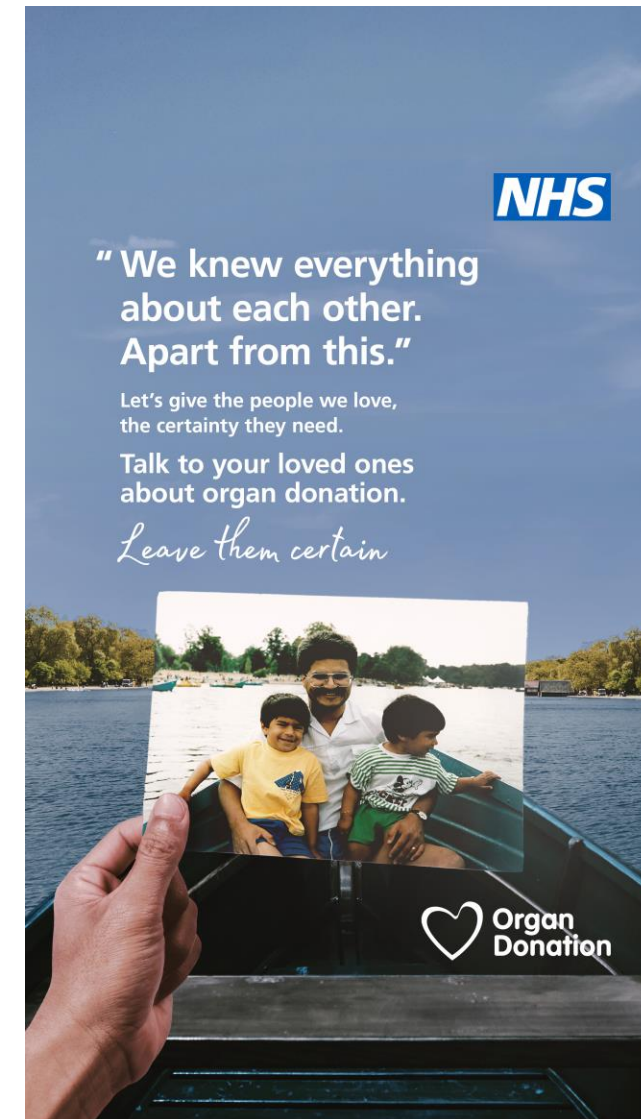


By Vivien Mason | [@VivienM_TandA](https://twitter.com/VivienM_TandA)
Reporter



Organ Donation Law Change (England) Key Messages

- The law around organ donation has changed
- You still have a choice
- Families will continue to be involved before organ donation goes ahead
- Whatever you decide, the most important thing is to talk to your friends and family and register your decision



Blood Donation Key Messages

- Sickle cell is currently the fastest growing genetic disorder in both the UK and the wider world
- People from Black African or Black Caribbean backgrounds are most likely to have this condition which can often require frequent, life-saving blood transfusions. For those reliant on regular transfusions, it is essential that they receive blood matched as closely as possible to their own



Blood Donation Key Messages (2)



- A match is most likely to come from a donor of the same ethnicity, yet currently only 1.5% of donors in England are Black. This year we need to quadruple the level of Black donors coming forward to donate to help provide treatment to the 14,000 patients living with sickle cell and for use in emergencies, childbirth, during surgery, treatment of cancer and for a range of medical conditions.
- More blood donors from a Black background are needed as these subtypes are important when someone has regular transfusions as they need blood that matches their own as closely as possible to reduce the risk of potentially life-threatening transfusion reactions

How Do We Bring the Story to Life?



<https://www.youtube.com/watch?v=7ZenAjfh9b4>

How to Hit Home With the Message

- Keep focused on people – those who have donated, their families, those waiting for transplant, those who have died waiting, those we can save. What does this mean to them?
- Be up front about why some people may feel unsure about organ donation
- Think about personal experiences you can share (whilst still respecting patient confidentiality)
- Use simple, warm language, avoid clinical or corporate terminology
- Try to paint pictures with your words
- Questions are opportunities to get your message across

It's Not All About the Words...

- Photos are an incredibly powerful visual aid, have plenty ready in a high quality (iPhone is generally okay)
- Take videos and screengrabs of online events



Things to Say and not Say

Don't say...	Instead say...
Presumed consent or it will be presumed you have consented to be an organ donor	It will be considered that you have agreed to be an organ donor
Deemed consent or it will be deemed that you have consented to be an organ donor	It will be considered that you have agreed to be an organ donor
Opt out campaign	Campaign to raise awareness of the law change
Wishes	Choice or decision
'Harvest organs' or 'Organ harvesting'	'Retrieve organs' or 'organ donation/retrieval'
Cadaver or cadaveric	Deceased donor / deceased donation
Body parts	Donated organs or tissue
Life support	Machine that pushes air into the lungs
Someone died to give another life	No more could be done to save the patient. It was the generosity of the donor or family saying 'yes' to donation which gave the chance of life
Families will be able to override/Families will be able to veto	Families will continue to play an important role. And specialist nurses in organ donation will support the family in honouring their relative's decision.
SNODs	Specialist nurses for organ donation
CLODs	Clinical Leads for organ donation
NHSBT	NHS Blood and Transplant

The background of the slide features a white top section and a large blue section below it. The boundary between them is a wavy line. The blue section has a subtle gradient and a darker blue wavy line near the top.

Practice Makes Perfect!

More Challenging Questions

Challenging Questions

ANSWER – Listen carefully and answer each question

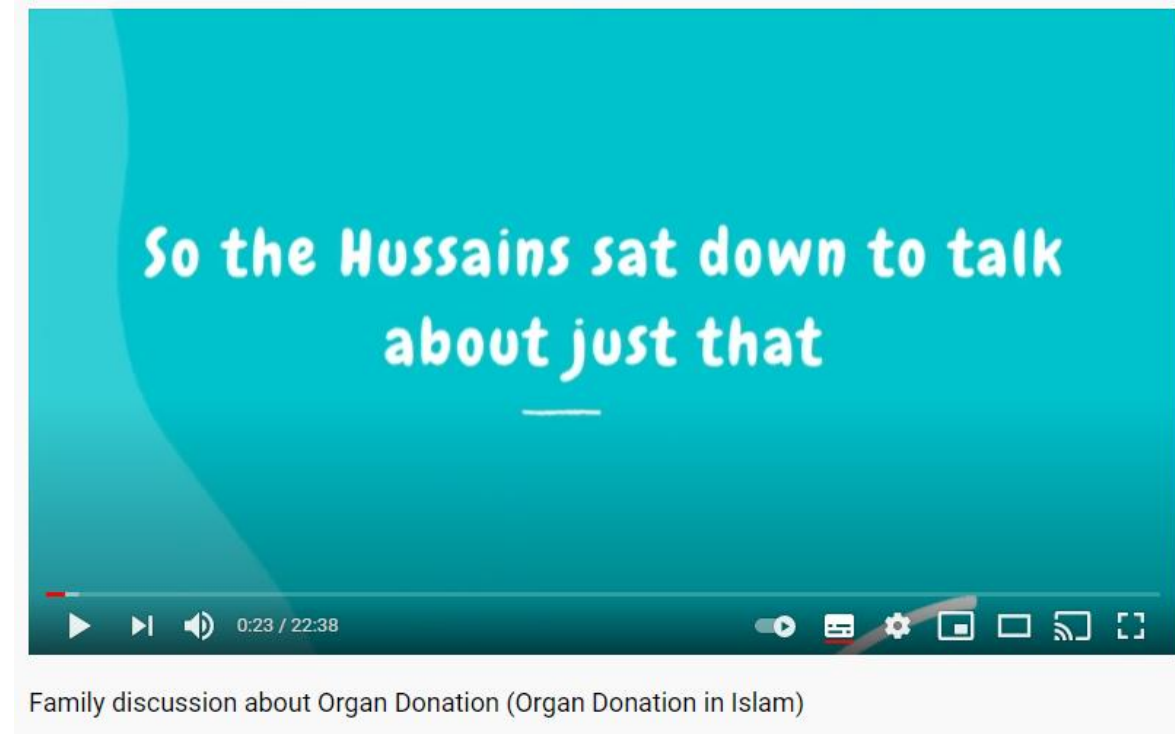
TRANSITION – So, but, which means, however...

MESSAGE – Tell them what you want to say!

Before and After an Interview

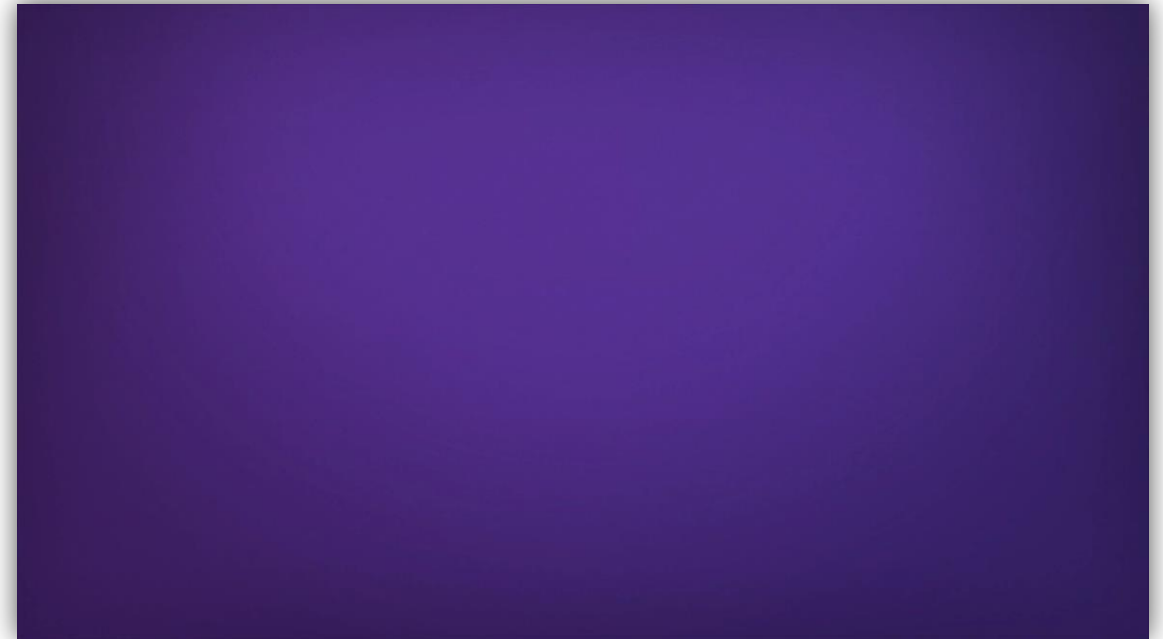
- Prepare and practice, read key messages and Q&A's – say them out loud
- Is the interview likely to be controversial? Prepare and agree 'lines to take' with the Press Office
- Brief the journalist. Give as much background information as is appropriate before the interview, but don't give too much
- Listen to/watch your interview
- Listen to/watch other people's interviews

- Launched a new website encouraging British Muslims to learn more about organ donation
- National coverage within the [Metro](#), [Asian Image](#) and [Eastern Eye](#)
- 17 radio stations, which included 14 BBC regional stations (through GNS) and [Voice of Islam Radio](#)
- Video Link:
www.youtube.com/watch?v=SuAiF02V5OY



Extra support

- If you require statistics or support from the Press Office in regards to key messaging, we need to know a month in advance – the more time, the better!
- Collate your own media lists and get in touch with local/regional stations
- We can provide template press releases to help you draft your own



Statistics Can Be Used to Create Your Own Messaging and Assets

Extra Support

- Media briefings and Q&As available
- Media alerts and reactive lines when issues/news stories break
- Practice interviews
- NHS Blood and Transplant press team always on hand to support and advise – including 24/7 on call service: 01923 367600 or pressoffice@nhsbt.nhs.uk

Any Questions?

Next steps

1. Date for your diary

Thursday 24th June 2021, 12pm – 1pm – Making the most of social media lunchtime session. Dial in details are in the Sway calendar.

2. Monitoring Form

This will now be sent out every three months rather than every month. We will continue to send each project its own monthly dashboard showing activity generated from your tracked link.

Thank you to those who have already submitted your April monitoring form which was sent out on the 6th May, if you have not yet sent us your April monitoring form, we ask that you please send this to us by Monday 7th June, so that we can record it on your project. Any questions please email us - community.funding@nhsbt.nhs.uk

May's dashboard which shows tracked link activity was sent out this week. If you would like any help in reading and understanding what the dashboard shows, please get in touch.

3. Share your activity

We would really like to share your events or created content with fellow CIS 3 projects. If you have an event coming up or are releasing a new piece of content, please email the Community Funding Inbox - community.funding@nhsbt.nhs.uk and we will email it to all projects so that we can all learn and see what approach others are taking to raise awareness. Where possible we will try to include 2 or 3 projects events in one email to minimise the number of emails you receive.

4. Workshop Recordings

All previous workshop recordings and slide decks are on our [new CIS webpage](#).

Thank You For Attending

Any questions please contact us:
community.funding@nhsbt.nhs.uk