

Considerations for Media Appearances

When you want to tell your story or share an important message, the Lung Health Foundation (LHF) wants you to feel heard, and that you are making a difference. To amplify impact, LHF often uses different media platforms to spread awareness and encourage change. We want to ensure that you feel safe, comfortable, and fully equipped with everything you need to succeed if you want to be featured in the media.

Why Work with Media?

Working with media helps LHF spread awareness and advocate for lung health across Canada. Media is a form of mass communication and can include broadcasts, print, digital platforms, and social media. When you engage with media, you can reach entire communities and wider audiences – from those who watch the news, read their local newspaper, or browse on Facebook. You can help others learn about lung health and start conversations in their own community.

LHF's Top Media Tips

Ask For a Brief

Often, media stories are about informing the public about misconceptions or issues that affect different communities at large. These are great ways to hook audiences, and then unpack the reality about someone's true experiences. LHF will always provide you with a brief about what angle or approach an interviewer will take, ensuring that there are no surprises, and so you can share your story confidently!

Think of Your Key Message

It's important to prepare in advance of your media appearance or interview by thinking about what you want to say. Think about what you want to say and what you want your audience to take away from the conversation. When questions come up, having a clear key message in mind ensures you stay focused and impactful. LHF will work with you to craft a compelling message tailored to your story and audience.

Know Your Audience

Don't hesitate to ask the media personnel or LHF who they think the audience of the communication will be. Tailoring your message to the right audience is key. For example, if you are addressing government officials, your tone and message may differ than if you are speaking to a local community news outlet. The goal might vary too – sometimes it's to inspire action, while other times it's about educating or informing the public.

Handling Tough Questions

Sometimes, interviewers may ask questions that are challenging or unexpected. It's helpful to prepare for these in advance with LHF's support by considering any potential tough questions. Stay calm and remember that you don't need to answer right away – take a moment to collect your thoughts, and if needed, steer the conversation back to your key message. LHF will guide you through how to handle these moments.

Getting Comfortable with Public Speaking

Before your interview, practice in an environment that is like the live taping or event. You can record yourself and watch the video back to make some changes to your delivery or wording. Asking a friend, family member, or LHF to help you with a mock interview, is another great way to familiarize yourself with the flow of a Q&A period. Each time you practice, you will feel more confident and prepared.

Use Clear & Simple Language

It's important to speak in a way that resonates with a broad audience. Using clear and simple language ensures your message is accessible to everyone. Avoid medical jargon or overly technical terms unless necessary – and if you must use them, explain them in easy-to-understand terms. LHF can help you adjust your message for clarity and impact.

Timing & Pacing

Media interviews are often short, and you might have limited time to deliver your message. Be concise and focus on your key points, ensuring that you get your main message across within the time available. Practicing your timing beforehand will help you stay within these constraints while still delivering a compelling narrative.

Non-verbal Communication

Non-verbal cues such as body language, facial expressions, and eye contact can play a significant role in how your message is received. Ensure that your body language matches the tone of your story – open posture, eye contact, and natural gestures can help you appear confident and engaging.

Know You Are Supported

Taking the step to speak with media is a truly admirable feat. Be proud of what you are accomplishing and the difference you are making as a passionate member of our lung health community! Bring a family member or a friend to the interview and ask LHF staff members if you have any questions or concerns – at any point along the way. We are always here for you.