Skills Boost: Media interview practice

On September 5, 2023, we held a Skills Boost session specifically designed for LGBTI activists to prepare for and be more confident in their media appearances.

Video, Strategic Communications

Are you nervous about how to get your message across in TV interviews, or even whether you should accept the interview in the first place?

On September 5, 2023, we held a Skills Boost session specifically designed for LGBTI activists to prepare for and be more confident in their media appearances. This beginner-friendly session focuses on TV interviews (although most of the learning is suitable for other public spokesperson scenarios), with examples and testimonies from LGBTI activists.

We covered:

- The strategy behind participating (or not) in TV interviews and preparing effective messaging.
- Technical tips on different types of TV interviews (live, pre-recorded, studio, online, etc) and what you might need to do differently.
- Dealing with difficult questions, and taking care of yourself/colleagues' wellbeing.
- Those who did the preparation assignment had chance to face a personalized practice interview in a follow-up session.

You might want to check other comms resources by ILGA Europe:

- How to Build Strong Media Relationships (a Hub card): https://hub.ilga-europe.org/communications/how-to-build-strong-media-relationships/
- Skills Boost on Media Relations for LGBTI Activists: https://www.youtube.com/watch?v=sX85hEKUWOw
- LGBTI Activism 101: Connecting with the Media (a blog post): https://www.ilga-europe.org/blog/lgbti-activism-101-connecting-with-the-media/

Do you struggle with some specific communications challenge, and do not know where to start? Reach out to us, we might be able to help! Contact svetlana@ilga-europe.org