



How to Stay Calm and Share Your Message Clearly

Whether you're speaking about the SVP in general or sharing a specific project, it's great to be prepared—and to stay calm! Talking to the press is a brilliant opportunity to share the amazing work the SVP does and inspire others to get involved. With a little practice and the tips below, you'll feel more confident and ready to go:

- **Know your 5 key points:** What are the most important things you want people to hear? Write them down and keep them in mind throughout.
- **Practice your answers:** Say them out loud or jot them down. Use clear and simple language.
- **Have examples ready:** A short personal story or fact can really help bring your point to life.
- **Plan a short intro:** Practice how you'll introduce yourself and the SVP in a friendly, confident way.
- **Dress simply (for TV or video):** Choose neat clothing without logos or busy patterns.

And most importantly:

- **Take a deep breath:** Before and during the interview, breathe slowly to stay calm.
- **It's okay to pause:** If you need to think or get stuck, it's fine to take a moment or ask to hear the question again.
- **Be honest:** If you don't know something, it's okay to say so and offer to find out.
- **Keep it short and focused:** Stick to your key points and avoid over-explaining.
- **Smile and be yourself:** Let your enthusiasm for the SVP shine through!

Remember, no one expects perfection. Just be clear, kind, and passionate—and you'll do great.



Writing a Press Release

Start with the main news: What's the big story? Put it in the first sentence.

Keep it short and clear: Use simple language, and don't make it too long.

Include the 5 key points: Make sure your main message is obvious.

Add a quote: Something personal or inspiring from you or someone involved.

Include contact info: So journalists can ask for more details if needed.

[Click here for a template.](#)

Newspaper Interview (Written)

Answer clearly and directly: Write short, clear sentences.

Stay on topic: Focus on the question and your 5 key points.

Be honest: If you don't know an answer, say you'll check and get back to them.

Use examples: Stories or facts help make your answers more interesting.

Verbal Newspaper Interview

Speak slowly and clearly: Take your time so you're easy to understand.

Think before you speak: It's okay to pause to collect your thoughts.

Stick to your key points: Bring your answers back to your main messages.

Be friendly and confident: Smile (even if they can't see you), and sound interested.

Avoid slang or too casual language: Keep it professional but natural.

Radio Appearance or Interview

Remember, they can only hear you: Use your voice to show enthusiasm and warmth.

Keep answers short and punchy: Radio interviews are often brief, so make your points quickly.

Don't be afraid of silence: Pause to think if needed—better than rushing.

Imagine talking to a friend: This makes you sound natural and relaxed.

TV/Social Media Appearance or Interview

Dress neatly and simply: Avoid busy patterns or logos.

Look at the interviewer, not the camera: This helps keep the conversation natural.

Speak clearly and confidently: Use your voice and body language to show you care.

Keep answers short and focused: TV clips are often short, so be ready to make your points quickly.

Smile and be yourself: People connect with genuine enthusiasm.