



JDRF

Media Toolkit



JDRF MEDIA TOOLKIT: TIP AND TRICKS

Reaching out to local media is a great way to promote your support of JDRF Canada and raise awareness of the cause, and of your fundraiser. We know it can be intimidating, but if you are contacted by local media, or want to reach out on your own for an interview (local newspaper, radio or news station) we've got some suggestions and key messages to help you prepare. With practice, you can be confident and assured in any media interview.



INTERVIEW BEST PRACTICES

DO

- Prepare - take time to prep before an interview
 - Know your audience
 - Know your messages and supporting statistics
 - Take a few minutes beforehand to clear your mind and relax
- Share simple and direct messages and get to the point succinctly
- Have relevant points available (statistics help validate)
- Be personable and sincere
- Be transparent and honest

DON'T

- Have too many messages
- Make your interview a sales pitch
- Speak with terms that your audience will not understand
- Repeat a negative statement
- Mumble or speak too quickly
- Say "no comment"



INTERVIEW FORMATS AND BEST PRACTICES

TIPS: PRINT/ONLINE INTERVIEWS

- Give yourself time to prepare
- Establish an “interview atmosphere”-close the door and turn over other papers on your desk, try to eliminate any distractions so you can focus
- Review your message points and other relevant notes. Keep them in front of you during the interview along with blank paper to take additional notes
- When you’re satisfied with your answer, stop speaking
- Feel free to repeat the questions if it helps you better gather your thoughts before answering
- Occasionally ask the reporter for feedback on your comments to ensure their understanding

TIPS: TELEVISION INTERVIEWS

- Look at the interviewer, not the camera
- Gesture naturally, but not expansively
- Try to make your expression match your words
- Try and avoid obvious signs of discomfort or nervousness like foot tapping or clenched fists
- Don’t nod to indicate that you understand or are ready to answer the question - this can visually convey agreement with the interviewer’s stance
- Make your statements concise and try to put your most important message up front



TIPS: RADIO AND PODCAST INTERVIEWS

- Give yourself time to prepare
- Find out if the interview will be live or pre-recorded
- Maintain a noise-free environment during the interview
- Get your energy level up for the interview -standing while speaking helps
- Speak at your normal pace, clearly and with good vocal animation
- Try to have anecdotes and memorable facts and figures close at hand to help paint a visual story
- Most importantly for any interview: Be sincere and genuine. You can be confident that you are promoting a good cause that will benefit people with T1D across the country. Your JDRF Staff Partner can help you prepare and practice to help with any nerves and get you feeling ready to go

KEY MESSAGES

ABOUT TYPE 1 DIABETES (T1D)

- T1D is an autoimmune disease in which the body attacks the cells in a person’s pancreas that produce insulin.
- The causes of T1D are not entirely understood, but onset has nothing to do with diet or lifestyle
- Without external insulin (administered either through multiple daily injections, pump or pen) a person cannot survive
- Even with the most vigilant management, there are risks of potentially life-altering complications including blindness, amputation, kidney failure and even death
- There is nothing you can do to prevent T1D, and — at present — nothing you can do to cure it

ABOUT JDRF

JDRF is the leading global organization funding type 1 diabetes (T1D) research. JDRF’s vision is to achieve a world without T1D and to turn type one into type none. We are the largest non-profit funder of T1D research in the world, with a mission to accelerate life-changing breakthroughs to cure, prevent and treat T1D and its complications.

- Roughly 70% of our funding goes to cure-based research and 30% to improving lives
- Research on improving lives includes new drug therapies, better and more accurate diabetes devices and technologies, and mental health support and initiatives
- Our **Access For All** program is also designed to help improve lives, advocating all levels of government to ensure all Canadians with T1D have access to diabetes devices like insulin pumps, CGMs and Flash GMs; financial supports (such as the Disability Tax Credit); new therapies and treatments; and more investments in T1D research
- JDRF aims to provide support for people affected by T1D from the time of diagnosis and throughout every stage of their journey
- We work to improve the lives of people with T1D today while we fund the research that will find cures tomorrow.

T1D BY THE NUMBERS



Approximately 300,000 Canadians are living with T1D



Today 1-in 21 families are impacted by T1D; in 2040, it could be 1-in-16



In Canada, the rate of T1D is growing at 4.4% annually



Research works: in the last 50 years of progress, 25 years have been added to the lifespan of a person living with T1D and receiving the latest care

For more information visit jdrf.ca

If you've got questions about an upcoming media interview, need help preparing or want help finding media contacts in your area please contact:

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