

Talking to the Media about Variety

You're taking part in a Variety motoring event and you want to tell the world – or at least your local media – about it? Fantastic! The Variety Marketing Team is here to help you make the most of your media opportunity and boost your fundraising impact. We can provide key Variety facts and statistics, media releases and promotional images. Contact us – marketing@varietynsw.org.au.

Do this:

Refer to Variety correctly – 'Variety - the Children's Charity NSW/ACT empowers children who are sick, experiencing disadvantage or living with a disability to live without limits.'

Use inclusive, child first language such as 'children living with a disability.'

Explain that Variety delivers support through mobility and therapy grants, experiences and programs such as *Just Like You* – a disability awareness program for schools.

Share what you saw and felt on our events – talk about the grants delivered to schools during the day and the joy on children's faces. Reflect on your most memorable moment and why it stood out.

Share your personal reasons for being involved - the media loves authentic, heartfelt stories.

Think about your '**call to action**' - how can others support Variety? Encourage people to:

- Register for a Variety event.
- Donate via the Variety website.
- Follow Variety NSW/ACT on social media.

Remember, you are talking to a journalist, not a friend. Anything you say may appear in print, online or on air.

For more information, direct people to the Variety NSW/ACT website - www.variety.org.au/nsw (you don't need to remember the exact URL if talking on radio, just say the Variety NSW website).

- Keep your tone positive, genuine and focused on **children and community impact**.
- Have fun! And THANK YOU for helping to raise awareness of how Variety empowers children to thrive.

Not this:

Don't call us 'The Variety Club.'

Don't use disabled, special needs, crippled or handicapped. These words are inappropriate and harmful.

Don't say things like 'helping the poor kids who have nothing.' Your tone should be caring and grounded in empathy, not pity.

Don't talk about alcohol consumption or adult themes. Our events are **not rallies or races** so avoid references to speed or competition - keep the focus on **supporting children in need**.

Don't share confidential information or anything not yours to disclose.

Don't guess answers or share information you're unsure about. If asked something you don't know, say 'I'm not across that information but what I can tell you is...' to bring the focus back to your story or key messages.

There is no such thing as 'off the record.' If you don't want it published or broadcast - don't say it.