



Lifeboats

RNLI Marathon Runners Media Tips and Key Messages

VIRGIN MONEY LONDON MARATHON

Thank you for running the Virgin Money London Marathon on behalf of the RNLI – you're a lifesaver. Your support will help raise funds to continue our work. If you're planning on contacting your local media to let them know you're running the marathon for charity, here are some RNLI key messages you should try to include and some top tips for interviews.

KEY MESSAGES

The acronym **VCRS** can help you remember the most important RNLI key messages:

- **Volunteers:** The RNLI depends on volunteers.
- **Charity:** The RNLI is a charity reliant on public donations.
- **RNLI:** Remember to say RNLI (Royal National Lifeboat Institution) when talking about the charity.
- **Saves lives:** The RNLI's lifeboat crews and lifeguards exist to save lives.

Other key messages we'd appreciate you trying to include are:

- RNLI runners are achieving their personal marathon challenge while raising vital funds for the RNLI's lifesaving service.
- Come along on the day to cheer on the RNLI runners. There are a number of RNLI cheering stations on the route.
- The RNLI provides a 24-hour search and rescue service around the UK and Ireland, including on the River Thames.
- The RNLI has three London lifeboat stations, which help keep people safe on the River Thames.
- Since the RNLI was founded in 1824, its lifeboat crews and lifeguards have saved over 142,200 lives.

INTERVIEW TOP TIPS

Arranging the interview

- Even though journalists are often on a deadline, make sure you agree a time and place that suits you.
- Ask the line of questioning they will take and feel free to make suggestions.
- Know the details – where the interview will take place, what show it will air on, whether it is live or pre-recorded.
- Please let the RNLI press office know if you do arrange any media interviews. Contact details are below.

Preparation

- Preparation is essential – if it's a TV or radio interview, rehearsing out loud beforehand will help improve your performance.
- Familiarise yourself with your key messages – remember VCRS (Volunteer, Charity, RNLI, Saves lives).

During the interview

- Remember VCRS – Focus on your key messages.
- It's normal to feel nervous – take deep breaths, stay focused and keep sentences short.
- Don't feel that you need to keep talking once you've finished your point – the journalist will sense this and move on.
- Slow down when making important points.
- Speak from the heart and share your passion.
- Remember to smile – it will come across in the tone of your voice.
- If it's a TV interview or you're being photographed, try to wear something which is strongly branded/clearly shows the RNLI logo.

RNLI media contacts

For more information contact the RNLI Press Office on 01202 336789 or email PressOffice@rnli.org.uk.