



MOTHERS OUT FRONT

MOBILIZING FOR A LIVABLE CLIMATE

TIPS FOR TALKING TO THE MEDIA

Take time to develop your message— write down 3-5 talking points that you want anyone who reads the story to know about you and Mothers Out Front. Each time the reporter asks a question, look for opportunities to tie what you are saying into your message.

Some ways to bridge back to your message are:

"What really matters is _____."

"The most important issue is _____."

"The more interesting question is _____."

It's ok to take a breath before answering. Think about the question and how you want to answer. The result will be a more focused and direct answer.

If you don't know the answer to a question, let the reporter know you'd need to check on it and get back to her.

If you don't understand a reporter's question. Always ask for a clarification.

If a reporter asks you a question and you are uncomfortable with answering (asking you to speculate for example), let them know you aren't able to comment and move on.

Use normal, simple speech that is positive and enthusiastic.

Avoid technical answers. Answer as simply as possible, and without jargon.

Don't be intimidated by silence from the reporter. Usually the reporter is just writing down what you said and needs time to catch up so they don't misquote you. Let them finish writing, review their notes, and ask you the next question.

Offer help and be as polite as possible. The more helpful you are, the more likely a reporter is to work with you again.