

Media advocacy in practice
A brief overview of the interview process

Ohio Domestic Violence Network
"Prevention in Progress"
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Why talk to the media?

- ⊙ Your programs/research/ideas are important
- ⊙ Reach opinion leaders & policy makers
- ⊙ Build foundation for changes in policy
- ⊙ You can make a difference

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Overcoming Resistance

- ✓ Bad experiences with journalists
- ✓ I'm not an advocate
- ✓ The data speak for themselves
- ✓ Don't have the time

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Tips for being interviewed

- . Prior to the interview
- . During the interview
- . After the interview

Planning for the interview

- ⦿ Have a reason for doing the interview
- ⦿ Settle on 1 to 3 main points
- ⦿ Review materials
- ⦿ Have social math & media bites ready
- ⦿ Anticipate difficult questions
- ⦿ Have “safety” or transition phrases

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Talking with Reporters

- . Keep your statements short
- . Stay focused on your subject
- . Keep stressing the policy solution
- . Avoid jargon and slang
- . Use relevant facts if you can
- . It is OK to say, I do not know.

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Problems during the interview

- 4 You say too much
- 4 You stray from your expertise
- 4 You relax too much
- 4 You fill the gap
- 4 You wait to be asked the right question
- 4 You get mad/impatient

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After the interview

- ⊙ Review your main points
- ⊙ Follow-up with information
- ⊙ Seek feedback
- ⊙ Write 3 suggestions to yourself

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Concluding Points

- ✓ A reporter is not a friend or enemy, but a professional trying to do a job.
- ✓ An interview is not a conversation.
- ✓ Consider everything you say to be on the record or don't say it.
- ✓ Know the weaknesses in your argument and be prepared to respond.
- ✓ Never compromise your credibility.

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