

Winning Your Case in the Court of Public Opinion

Tips for working with the Media

Media Do's and Don'ts

Prepare, Practice, and Perform

- ◆ Review and refresh your memory about the subject matter
- ◆ Practice Responses to anticipated questions
- ◆ Allow time to mentally and physically prepare the address to the press

Think of the audience:

- ◆ Don't be intimidated by the camera or the reporter's question: you are talking to their viewers and listeners
- ◆ Tell your personal story – what happened and how you felt.
- ◆ Keep it simple

Be Clear, Be Honest, Be Consistent

- ◆ Always “stay on message”
- ◆ Respond after you've heard the entire question
- ◆ Avoid “yes” and “no” answers
- ◆ If you don't have an answer to a question, say so
- ◆ Always tell the truth
- ◆ Never say “no comment” or apologize

Tips for when you're on the air:

1. **Think of your audience:** You have an important message and you are speaking to the wider audience – not just to the reporter. Think of the reporter as a megaphone to get your story across to lots of people. How do you explain what happened to you to your brother-in-law, your barber, your neighbor? The same idea applies.
2. **Think of your message:** Keep in mind three points that are really important to you. You can repeat these points or say them in different ways.
3. **Rehearse and Prepare:** Think back about your experience and what are the most important things you want to talk about. Talk about them with your friends and family. Practice answering their questions. Have them think of questions that might be hard or troublesome, or even annoying.
4. **Try to Relax and Feel at Ease:** Remember that the reporter is interested in you and what happened to you. They want to find out more about it – they don't want to make you feel nervous or unable to answer the questions. If you don't like something you said, tell them you would like to say it again in another way.