

Speaking to Media & Staying Up on the News

TIPS FOR SPEAKING WITH MEDIA:

- 1. Project confidence:** Maybe you don't know every fact, but you are more knowledgeable than the average person on this subject and are doing this work from the heart. Make that come through in your tone and attitude.
- 2. Don't speculate:** Don't be afraid to say that you don't know the answer to a question. In a newspaper interview, it's just fine to say you don't know, offer to find out, and then follow up. In a live on air interview, you can say "That's a good question, I'm not positive about X but what I do know is Y."
- 3. Speak in soundbites:** Your words will be put into a context you can't control, so keep your message short and simple.
- 4. Practice your core messages:** Know what your core messages are and stick to them.
- 5. Get your positive messages across:** Don't just answer the questions you were asked, say the key points you want to make. Redirect to your message with phrases like: "The question we should be asking is X...What is really important to remember is Y..."
- 6. Avoid rambling:** get straight to the point, and let the journalist ask follow up questions for you to expand on.
- 7. No backtracking:** Remember that anything you say in an interview could be quoted, so better to shy on the side of saying less rather than more. You can ask to speak off the record, or just as background, but only before the interview begins.
- 8. Be friendly:** Even if you know the reporter might not be welcoming to your political perspective.
- 9. Stories resonate:** Tell about a personal experience, use I-statements.
- 10. Relax,** and speak slowly!

TIPS FOR STAYING UP ON THE NEWS:

- o Sign up to get email newsletters delivered to your inbox.
- o Download and listen to podcasts while in transit.
- o Set up Google Alerts for key words (like "Israel," "Palestine," "Jewish Voice for Peace" etc)
- o Follow news sources on Twitter and Facebook. Create private lists of outlets and journalists to follow on Twitter.