



Working With the Media



We Will Go Over...

- How Tos
- Strategies with the press
- Press Conference Practice



Why Do We Use the Media?



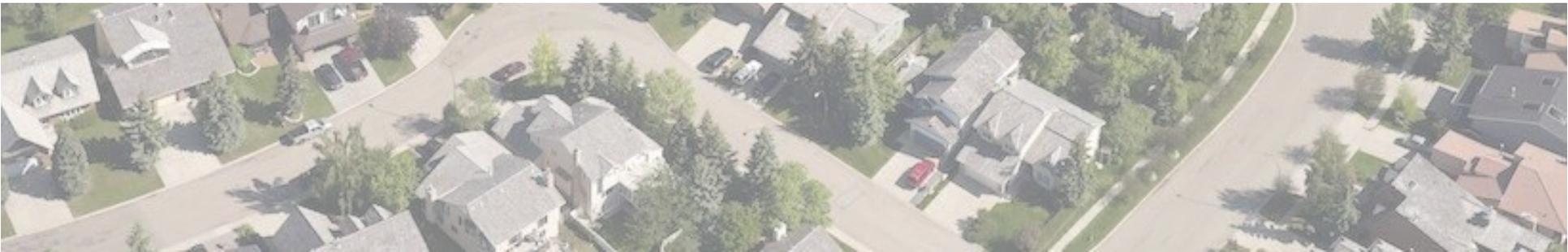
Why Do We Use the Media?

1. To promote a message or idea
2. To make our concerns known
3. To reach the public
4. To reach the target (politicians read the news!)
5. To help win a campaign
6. To point out an injustice
7. *But be careful! Sometimes the media uses you! They have an angle, you still have to prepare and control the message so it benefits you as well*



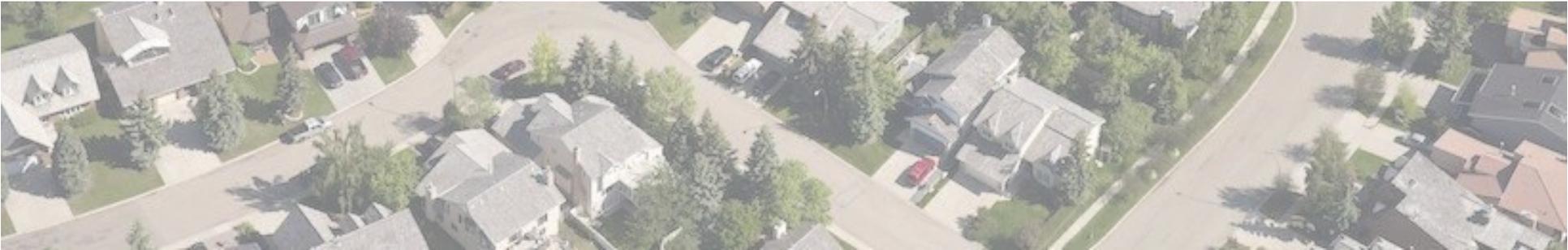
Key things to remember with the media

- Always know your key message (ie. what are the demands of the campaign?)
- Say ACORN a lot because they can cut out any point
- Remember you are representing ACORN members (not just your opinion)
- Press can be cold or slightly rude if they disagree with our campaign but stay calm and stick to your message



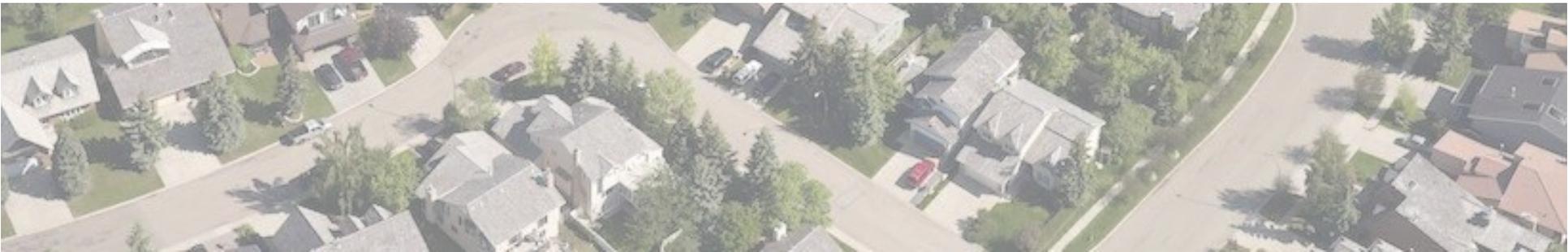
Key things to remember with the media

- Keep eye contact, don't talk too much with your hands (distracting), don't cross your hands over your chest
- If the press ask a question you don't know the answer to tell them something you do know, either about your personal story or about the campaign demands- can refer to acorncanada.org website for more information



Key things to remember with the media

- Know what ACORN is before you talk to the press (how to summarize in 1 sentence)
- Keep it simple - prepare short talking points (you're not a policy wonk!)
- Remember phone interviews for print/radio press you can use a cheat sheet if you need to
- Stay on topic!



How to prepare for an event with media at it (What If Scenarios)



**What if the media tries to
derail the message or trap you
in a response?**



**What if the assigned media
spokespeople for the event
don't show up?**



**What if people show up who
don't agree with our
message?**



**What do we do if no press
show up?**



Press Conference Roleplay!



Scenario

You are holding a press conference on the landlord licensing campaign before City Council votes to license landlords or not. You are fighting for landlords to be licensed similar to restaurants. That means there will be annual inspections by the City, online and physical postings of landlords who pass or fail inspections, strict timelines for repairs and landlords will have to pay licensing fees to cover this cost. You have both media that is supportive and unsupportive attending. Prepare your press conference!



Report Back

5 mins

