

# Working with the Media Checklist:

## **Define Your Agenda**

- Who's the audience? Primary and secondary.
- What's your goal?
- What's your objective?
- What's the audience outcome/behavior that you would want?

## **Your Messages define how do you want the solution to be discussed**

Tips for developing good messages – Weave your messages around each other. Good messages answer these questions.

- Explain THE WHAT
  - State facts; break down behaviors into small steps; address problem directly; provide a solution
- Explain SO WHAT, WHY NOW?
  - Address the reasons or benefits. Why is this need compelling?
- Provide NOW WHAT?
  - Define your desirable outcome. “We need more information”“This study does ...”“We want to reach a specific audience”

## **Sample Reading Level Messages**

### **Grade Level 3.8**

Our goal is to be a good neighbor. Our goal is to share information. Our goal is to work as partners with the community

### **Grade 7**

We are open with the community and value their input. We give top priority to protecting the health and safety of workers and the public We have the best resources for doing this work

### **Grade 10.3**

We are open with the community and seek their input on decisions. We see plant workers as an important part of our community outreach efforts. We are good corporate citizens committed to active support of the study of science and health. We give top priority to protecting public health and the environment.

## Your Interview Bill of Rights

- Who am I talking to?
  - Who do you represent?
  - What type of show, publication, etc.?
  - What's the focus of your story?
  - Who else is being interviewed?
  - How does my point of view fit in?
  - What's the format? live/tape, panel, etc.
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- You don't have the right to see or review the video or story before it is published. That's why the prep time before the actual interview is so important. Be prepared. Treat every interview professionally. It's not casual conversation. Know your messages and deliver them in a timely fashion that is suitable for that particular format.