

TEN TIPS FOR HOW TO ENGAGE THE MEDIA ON POVERTY

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1. Use media requests to **serve your advocacy interests**; remember that your ultimate audience is not the reporter but those that his or her reporting will reach.
 2. Learn what reporters cover your geographic area and issue and **cultivate a relationship**.
 3. Pitch a story with a **news hook and a solution**.
 4. **Prepare** before you speak with any reporter and design your main message.
 5. Lead with **values** and show that **solutions** are possible.
 6. Craft a **shared poverty narrative**:
 - a. Emphasize values of equal opportunity and community
 - b. Highlight systemic causes
 - c. Describe a path from poverty to economic participation
 - d. Promote effective solutions and successes
 - e. Invoke a positive role for government
- For more details, see "A Window of Opportunity" by The Opportunity Agenda, page 5.*
7. Craft the "**quotable quote**" with stories, analogy, alliteration, absolutes.
 8. **Stay on message** by having basic points you want to convey in front of you.
 9. Stay "**on the record**."
 10. **Smile** in all interviews – it will make your voice sound friendlier.

-----**WORKSHOP NOTES**-----