

# ROGUE ACTION CENTER

## Tools for Organizing: Talking With Reporters

Talking with a reporter is your chance to help the public see why they should support us -- to help them see that we are not just fighting for ourselves but fighting for them.

Follow these three easy steps:

### **Plan how you will explain that we are standing up for the public interest.**

Practice explaining it to a family member or friend who is not involved in our organization.

Start by using phrases like this to help you stay focused on the public interest:

**We're standing up for the people we serve by...  
The whole community wins if we win because...**

### **Keep repeating your public interest message no matter what you are asked.**

A reporter might ask a question that takes you away from your public interest message, but you can bring it back by saying something like...

**Here's what really matters to our community...  
Here's why people like me are involved in this...**

### **Speak from personal experience.**

Use personal stories to show how the broader community will benefit if we win.

**Just last week a small business in our community closed, and the reason was that so many people like me just make minimum wage and don't have any extra money. An increase in the minimum wage would help support more jobs and small businesses all through our community.**