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**Tools for Organizing:**

**Explaining What You Mean to Reporters**

**When speaking to the media, try to use simple, understandable terms.** Jargon that you have become familiar with may not be understood by reporters or their audience

When you forget and use a specialized word or phrase, explain it to the reporter so they will know what you meant.

Here are some examples from a campaign by nursing home workers. You can make your own chart.

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| **DON’T USE THESE WORDS/TERMS** | **SIMPLIFY AND EXPLAIN** |
| CNA | certified nurse assistant |
| Feeders | residents who need help eating |
| Total care patients | residents who require assistance with all of their activities |
| Passing trays | delivering meal trays to residents |
| Acuity | how sick the resident is |
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