

Tips for Working with the Media



Media partners can help advance the No Hit Zone message in your community. Be prepared to provide media with accurate information regarding the No Hit Zone goals. Most importantly, share your message of prevention solutions and how they will benefit the population you serve.

Here are some additional ideas to help you prepare for successful media interaction.

- Prepare three main talking points (key messages) before meeting with media.
 - Keep your talking points in simple language.
 - Remain focused on your talking points throughout the interview.
- Anticipate questions from the media.
 - Be prepared to discuss who, what, when, where, why and how questions.
 - Remember to redirect conversation back to your key messages. Resist drifting away from the main talking points you have identified.
- Practice interviews with a friend by having them play the role of a reporter.
 - If you do not know the answer to a question, it is okay to say so. Consider an offer to follow up with information later.

Anticipated Questions from the Media: Remember your main No Hit Zone talking points as you review common media questions that may be asked. No Hit Zones promote healthy relationships and safe environments across the lifespan.

Who will be implementing?

What is the protocol?

When does this go into effect?

Where will this be enacted?

Why is this necessary?

How often do you anticipate interventions?

What is the cost to the organization?

How do others get involved?

What information is available to people?

What are the benefits?

What do you say to people who disagree?

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