

Tips for Talking to Media



You've sent out a release to the local media, and now you have a journalist on the phone requesting an interview. Way to go!

If a journo calls out of the blue, don't feel pressured to give an interview on the spot. Feel free to ask the journalist if you can organise an alternative time to chat.

Preparing for your interview

- Look up the media outlet and journalist to get a sense of what angle they might use in the story
- Break your story or issue down to a couple of simple, punchy points
- Practise your answers to the most likely and tricky questions
- If you are going to mention specific facts and figures, know the source

How to talk about GetUp to the media: If your action isn't part of a national GetUp campaign, it's important to clarify that GetUp hasn't supported or organised it in any way. There's a really crucial distinction between the action members take on their own accord, and the actions GetUp centrally organises. If a journalist asks who has organised your event / viewpoint / campaign, the accurate answer is you have, as an individual GetUp member.

During the interview

Most interviews are pre-recorded and then edited later into one or (if you're lucky) a few short soundbites. With this in mind:

Keep your answers concise: Your words will be more likely to be aired/published if you use full sentences to answer questions, and keep them short and punchy.

Get the tone right: Sound confident, and avoid jargon, acronyms and anything the average punter might not understand. Feel free to use a personal anecdote.

Own it: If you say something inaccurate, let the journalist know. If they ask a question you can't answer, feel free to say you don't know or refer them to another source.

After the interview

Ask the journalist if they'd like any additional information, and when the piece will be published or go to air.

Share your story with the GetUp community

Your ability to wrangle the media has the power to fire up members all over the country to do the same. Email your photos and a copy of any published piece to takeaction@getup.org.au.