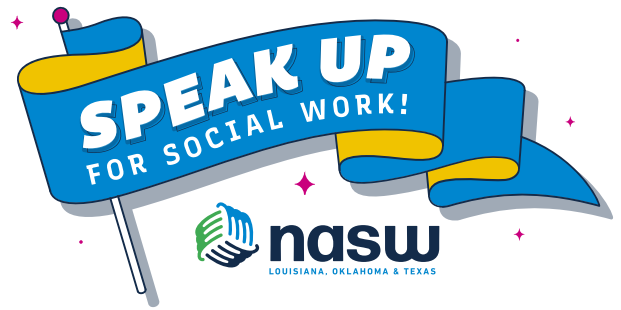


MEDIA GUIDE

*Social work is everywhere.
Speak up about what you do.*



Before an Interview

- Know the topic and what the reporter is looking to cover.
- Identify 1-2 key points you want to communicate.
- Prepare an example that illustrates your work.
- Practice explaining your key points with family and friends.

Before the interview, ask yourself:

What do I want people to understand about social work after hearing from me?

Being Asked to Comment

You can start with:

- "As a social worker who works in..."
- "In my experience working in..."
- "One thing people may not realize about social work is..."
- "From a social work prospective..."
- "Social workers work in many different settings, including..."

If a question is outside your expertise, **it is okay to say so**. You can offer to connect the reporter with someone whose experience better fits the topic.

SPEAK UP. SPEAK OUT.

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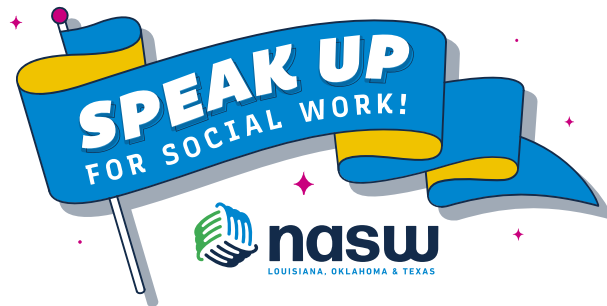
Talking With Reporters

- Introduce yourself by sharing your name, role, and area of social work.
- Share examples that show the diversity of social work and the communities social workers serve.
- Focus on your professional experience and area of expertise.
- Listen for misconceptions and provide accurate information about our profession.
- Explain social work terms when needed.
- Protect client privacy and never share identifying or confidential information.



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Connecting With Media & News Outlets

- Identify local news outlets and reporters who cover your advocacy issue or community.
- Find their contact through their website or social media.
- Introduce yourself and briefly explain your advocacy focus.
- Offer yourself as a resource or potential interview source.
- Share a timely story, resource, or community perspective.
- Follow professionally if needed.

Sample Outreach Example:

Hello [Reporter Name],
My name is [Name] with [Organization]. I'm reaching out with a story idea about [social work topic]. This is an important issue for [community] because [brief impact]. I'd love to connect with you and share resources that could help tell this story.
Thank you,
[Signature and contact information]
Tip: Be proactive! Establish media connections before you need them.

Additional Sources

- [Get Your Story to the Media -AAFCS Advocacy](#): Learn about pitching stories, contacting reporters, and getting media attention.
- [Best Practice Guide: Speaking To The Media -University of Reading](#): Preparing for interviews, staying on message, and answering questions confidently.
- [How to Speak with Reporters -IAEA](#): Tips for communicating clearly, staying focused, and building positive relationships with reporters.
- [Responding to Media Inquiries -Wartburg College](#): Guidance on responding to reporters, preparing talking points, and handling questions.
- [Practical Tips for Responding to Media Requests -MSKTC](#): Quick tips for responding to reporters and staying within your expertise

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