

Strolling Thunder 2023

Media Tips



STROLLING THUNDER[™]
June 21, 2023

Thank you for participating in our media efforts for *Strolling Thunder*[™]!

Your voice matters, and your personal story about you and your children is one of the most powerful things you can share. Here are a few tips that can help you prepare for an interview with the media.

Tips for Telling Your Story

- **Be YOU.** Use language you are comfortable with. Talk in your own voice. If you are emotional, that's ok! These are powerful and important issues.
- **Keep it short (and simple).** Your story doesn't have to be long and complicated and neither do your sentences. Keep it short, and impactful. For example:
 - Talk about when you first became parent and the challenges you faced—whether it was the need for time off, extra support to meet your child's needs, or finding quality affordable child care.
 - Talk about a challenge your child faced and the help you needed to get for you and your child.
 - Share a success or a challenge that may still exist and explain the help you need.
- **Practice.** Practice the exact story you want to tell before you get on the phone with the reporter. Maybe write it down, practice on your phone, or talk to a friend.

Tips for Working with Reporters

- Relax. The reporter wants to write a good story. They are interested in you and why you are speaking with your Members of Congress.
- Remember, the reporter can use anything you say in their story.
- If you don't know the answer to a question, that's ok! Let the reporter know you don't know the answer and direct them back to ZERO TO THREE. You do not have to answer any questions you are uncomfortable with.
- If you're worried you said something incorrectly, as long as the interview isn't live, you can stop and ask if the reporter can read the quote back to you or if you can try that again. Reporters grant a certain amount of grace to interviewees who do not frequently work with the media, so you can take advantage of that – just don't overuse that privilege.
- If you are not comfortable with a question a reporter asks, you are always able to say no. This interview can and should happen completely on your terms.
- Thank the reporter at the end of the interview! Ask them if there is anything else they need.
- When the story runs, feel free to email the reporter and thank them again. We can help!