



# CAMPAIGN COMMUNICATIONS TIPS

## Talking With Reporters

Talking with a reporter is your chance to help the public see why they should support us -- to help them see that we are not just fighting for ourselves but fighting for them.

Follow these three easy steps:

### 1. Plan how you will explain that we are standing up for the public interest.

Practice explaining it to a family member or friend who is not involved in the union. Are we trying to improve service by improving staffing levels or reducing staff turnover? Are we standing up for good wages and health coverage that everyone in our community needs?

Start by using phrases like this to help you stay focused on the public interest:

**We're standing up for the people we serve by...  
What we want will help our patients because...  
The whole community wins if we win because...**

### 2. Keep repeating your public interest message no matter what you are asked.

A reporter might ask you just about wages and benefits -- "How much of a wage increase are you looking for?" or "I understand you are angry because your employer wants to cut your health benefits." But instead of talking just about that, you can *change the subject*.

Here are some examples of how to shift from the reporter's question to your message:

**The best way to answer that question is to  
give you some background on what this is really about...**

**What you are asking is really part of a bigger picture...**

**I know that's what some people say,  
but here's what really matters to  
people like me and the people we serve...**

### 3. Speak from personal experience.

Use personal stories to show how the people you serve or the broader community will benefit if we win.

**I see every day how the people I serve will  
benefit from what we are asking for.  
The other day, we were so understaffed that...**