



Action Canada
for Sexual Health & Rights

Media Training Companion Resource

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Key Components of a Good Story:

- ▶ Conflict
- ▶ Human Interest
- ▶ Locality/Proximity
- ▶ Celebrity/Prominence
- ▶ Novelty/Weirdness/Trendiness
- ▶ Timeliness
- ▶ Impact

Tips for Crafting Key Messages:

Identify three main points:

- What is the issue?
- Why should people care?
- What do you want them to do?

HACC principles = Human,
Accessible, Concise, Concrete

Activity

Before your next interview practice doing a 30 second elevator pitch answering the question: **What do you do, and why is it important?**

Structure:

- Open with a human story or relatable example.
- Define the problem.
- End with why it matters or how the audience can help.

“Imagine someone you care about having to choose between paying for groceries and accessing contraception. Right now, contraception access depends on insurance coverage or what’s in your bank account. We are fighting to make contraception free so that everyone has control over their health and future without financial barriers.”

Stylistic Elements for Media

Comparison:

“It costs less to send someone to Harvard than to keep them in prison.”
(Senator Kim Pate).

Analogies and Metaphors:

“They used to say a rising tide lifted all boats. Now the rising tide just seems to lift the yachts.” (Ed Miliband, British Labour MP)

Punchy Sentences:

“Sex-ed saves lives.”

Highlighting Injustice:

“No one should have to choose between groceries and contraception.”

Interview Techniques

Body Language and Style:

- Maintain good posture and make eye contact.
- Avoid distracting gestures or habits (e.g., clearing throat, “um”).
- Dress appropriately for the context (e.g., solid colors for TV).

Verbal Style:

- Pause before answering.
- Speak slowly and clearly.
- Avoid filling gaps with unnecessary words.

What (Not) to Do During Interviews:

Do's:

- Be concise and disciplined in responses.
- Bridge back to your key messages.
- Practice soundbites to avoid misquoting.

Don'ts:

- Avoid saying “no comment.”
- Never assume anything is off the record.
- Don't get defensive or lose your temper.
- Avoid repeating inflammatory language or hypotheticals.

Bridging Phrases

- “What we do know...”
- “That’s a common misconception. Here’s the reality...”
- “When we’re talking about [the subject], it’s really important that we recognize [your key message]”

Avoid repeating reinforcing perceptions by repeating them

Avoid: “Free contraception isn’t just for teenagers or low-income families.”

Say: “Universal access ensures dignity for all.”

After the Interview

Follow up with positive feedback, engage with them on social media. Track your articles with categories to inform future announcements.

In cases of unprofessionalism refer to Journalist Code of Conduct and consider filing a formal complaint or writing to the outlet.



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