



From Message to Media: Telling Your Story with Confidence

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Intros



Who Are The “Media”?

- **Journalists and Reporters** – who research and write stories
- **Editors and Producers** – who shape how stories are told
- **Photographers and Videographers** – who provide visuals to support storytelling
- **Media Outlets** – such as newspapers, TV networks, radio stations, online platforms, podcasts, and social media channels

They can work for:

- National or local news organizations
- Traditional outlets (like *The New York Times*, NPR, or local TV news)
- Digital-first platforms (like Vox, BuzzFeed News, or YouTube channels)
- Advocacy or issue-focused outlets

Ending Homelessness is Possible.



Why Media Training Matters

- Elevates your message
- Builds public trust and credibility
- Prepares you for difficult or unexpected questions
- Helps align with your organization's goals



Before the Interview – Do Your Homework

- Know the **reporter, outlet, audience, and format**
- Research:
 - Reporter's past work
 - Publication's tone and readership
 - Clarify your **role** and **story relevance**
 - Draft and review **talking points** with your team



Align with the Message

- Stick to **organization or team-aligned messaging**
- Avoid personal opinions
- Use the interview to advance **organizational goals**



General Interview Tips

- Speak clearly, avoid industry jargon and acronyms
- Be likable and engaged
- Pause before answering—gather your thoughts
- It's okay to say "I don't know"
- Ensure understanding: Ask if you've been clear



Media Do's and Don'ts

- **Do:**

- Speak in soundbites
- Offer conclusions first, then support
- Use facts, not speculation
- Bridge to key messages

- **Don't:**

- Over-answer
- Get provoked or emotional
- Repeat negative framing
- Make unsupported predictions



Soundbite Strategy

- Short, memorable, quote-ready phrases
- Use emotion and clarity
- Support with data or lived experience
- Avoid puns, cliches, etc.



Conducting the Interview

- Set your mental “interview mode”
- Provide:
 - Your name, title, and brief bio
 - 1–2 lines about your organization
- Stay focused (avoid multitasking)
- Use notes discreetly during phone interviews
- Personalize your message
- For broadcast – be mindful of backgrounds, dress professionally, speak in a normal tone (avoid speaking too fast)



Master Your Messaging

- Focus on **ONE strong key message**
- Reinforce it throughout the interview
- Show **authentic enthusiasm** and appropriate emotion



Bridging and Blocking

Bridging

- **Bridge Techniques:**
- "That reminds me..."
- "Let's put that into perspective..."
- "I'm glad you asked..."

Blocking

- **Example Phrases:**
- "I'm not the right person to answer that, but I can tell you..."
- "I don't have that info, but what I do know is..."



Final Thoughts

- Think of it as a **conversation**, not a confrontation
- Ask the **reporter questions** when needed
- Stick to your **talking points**
- Remember: Only a small portion will be used—**make it count**



Now Let's Practice

Questions?

Let's practice and prepare together.

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