



Speaking to the Media

Serving as a spokesperson for your FACT group's work is a great opportunity to demonstrate communication and leadership skills. Plus, being on TV or featured in an article is pretty awesome.

Tips for answering questions:

- Be able to explain what FACT is, your group's FACTivism work and what the goals of your work are.
- Make your descriptions as visual and exciting as possible.
- Let the audience hear your enthusiasm and passion for your work! Recall what keeps you motivated to be an active FACT member.
- Keep your comments positive. Even if things didn't go the way you planned you can still make a good impression by being upbeat and someone that the media enjoys hearing from.
- Remember that your local FACT group's work is part of the larger statewide FACT Movement; there are about 25 FACT groups like yours all over Wisconsin!
- On camera? Relax and look at the reporter; you can ignore the camera.
- Nervous? Think about the big picture and how this interview will help increase the impact of your FACT group's work!

Practice answering these common questions:

- What is FACT and what is its goal?
- Why is youth tobacco prevention important to you?
- What have you learned from advocating for this issue?
- How do you believe you have made a difference in your community/state?

Discussing a specific activity/event? Know the 5Ws:

- **Who** is involved?
- **What** is the goal?
- **When** and **where** will it happen?
- **Why** is this important to you, and why is it important for the community to know about it?

Adapted from: Semester of Service Strategy Guide, Youth Service America (2012)

