

# MAKING CONNECTIONS

HOW ADVOCATES CAN GET – AND KEEP – THE MEDIA'S  
ATTENTION ON WHAT MATTERS MOST TO THEM



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# KNOW WHAT YOUR STORY IS

**What's the elevator pitch of your story?**

- One sentence? Two?

**Why would/should anyone care?**

**Who do you want your 'story' to reach?**

- Why?

**What are some common misconceptions?**

- Ever read an article written by a reporter in mainstream media that was on-point and accurate?

# HOW TO GET THE MEDIA'S ATTENTION

**Need to think like a reporter:**

- What do *they* want?

**What's the 'story'?**

- Yes, it has to be a story

**Who is your intended audience?**

- What do you owe your audience?

**Which media outlet/platform is the best 'fit' for your story?**

**Which reporter has done previous articles around similar issues?**

- Someone who writes about social justice issues



# HOW TO FIND THE 'RIGHT' REPORTER

Connect with someone who specializes in/has a history writing about social justice issues.

- Consider which platforms your interview/story may be published.
- How does Media Production actually work?



# MEDIA PRODUCTION

- **Limited time/tight deadlines**
- **Sometimes lack of access**
- **Limited resources**

# HOW TO PITCH YOUR STORY

Once you've targeted the 'perfect' media outlet and reporter for your story:

- How do you pitch it for maximum attention?
- Phone? Email? DM's/PM's?
- What about PR Releases?



# WHAT EVERY REPORTER HATES (& WHY ACADEMICS GIVE THE WORST INTERVIEWS)

They're 'Experts' who use too much jargon

Academics who can't explain their research  
focus to a mainstream audience in an  
accessible and interesting way

- Tell us, why should we care?

What they 'say' vs what we '*hear*'

# **DON'T MAKE THESE COMMON MISTAKES**

- **Try to tell too much**
- **Be boring**
- **Go off on a tangent**
- **Talk like an academic**



***“I did not have the time to write a short letter  
so I wrote a long one instead.”***

MARK TWAIN

**Tell the reporter your story three times**

**THE RULE OF THREE**

# IN THE END, WHAT MATTERS MOST?

- Humanizing the homeless
- Not just numbers and stats
- Educating the public in a way that makes them care
- Include the voices of those with lived experience

