



ASAM ADDICTION MEDICINE
ACTION NETWORK

What is News?

Beyond the classic who, what, where, why, when and how- news subjects include timely issues, interesting people, scandals & crises or compelling research and data. Advocating on behalf of ASAM in the news often involves **earned media**, content that is published by a news outlet that is not paid for. It can come by way of an independent reporter inquiry that leads to a story, ASAM pitching a story idea or position/response in a press release or email, or ASAM or third-party (a credible source outside of ASAM) authored content that is published via op-ed or letter to the editor.

Ways to Connect with Media

Interview Media Advisory Press Release Op-ed Letter to the Editor Social Media Posts

Ins & Outs of Media Interviews

Interviews can happen organically or from ASAM's efforts to interest reporters in our issues. A reporter may contact ASAM or its communications rep directly with a request to speak to an "addiction treatment expert," and an AMAN advocate may fit the bill, based on the issues and the narrative of the reporter's story. ASAM spokespeople are often selected for interviews based on areas of expertise, geographic location, knowledge of the news story subject matter, and comfort level with speaking to the media. Once a "spokesperson" is identified and confirmed, the ASAM team will work with them to prepare for the interview with the reporter.

Preparing for an Interview

Ahead of the interview, the ASAM team will pull background on the reporter and get more information on the topic and potential questions. Based on this information, ASAM will prepare and share with the spokesperson talking points that include relevant facts and key messages to cover. A prep call or practice interview may also be scheduled.

The Interview

Interviews typically take place on the phone or Zoom and rarely run longer than half an hour. If you are not on video, having your talking points in front of you to reference during the interview can be helpful. Stay on topic and remember anything you say could be published; you are on the record! If you're asked a question you don't know, it is perfectly appropriate to let the reporter know you will follow up after the call with a response.

Interview preparation can help you anticipate questions and incorporate the messages that substantiate ASAM's policies. Anecdotes and analogies are a great way to make your message compelling and relatable, so be sure to use them if possible. **Successful interviews are message-driven!**

Rules for a Successful Interview

Rule 1: Keep your message simple and limit yourself to no more than three main points- more than that can be confusing.

Rule 2: All messages should tie back to supporting ASAM's main advocacy goals.

Rule 3: Your messages and answers should align with ASAM's stated mission, policy objectives and goals.

Rule 4: Tailor your message to the intended audience while remaining consistent. Stay focused and bridge back to your main points.