

# Media Interviews Worksheet

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## FOR REPORTER

### Instructions

1. Read the scenario and get familiar with the upcoming interview opportunity.
2. Ask the interviewee several questions from below.
3. Using your phone, record the mock interview.
4. Debrief the experience when done.

### Scenario

It's summer and you are the state government reporter at ABC affiliate WSB-TV 2 in Atlanta, Georgia. You are looking for local stories about efforts to help eligible citizens in Georgia register to vote. You have two goals: lift up for your viewers information about an upcoming election and provide them with information on how to register to vote. You heard the League of Women Voters in Atlanta is leading a voter registration drive and a spokesperson with the organization has agreed to a live interview that will be broadcast during the afternoon news. You are ready to ask them a few questions on camera.

### Script

I'm **[NAME]** with WSB-TV 2 Atlanta and I'm here with **[NAME]** from the League of Women Voters of Atlanta to talk about ways to get registered to vote. Thanks for joining us today.

### Questions:

- Tell me about the LWV.
- You are holding an event soon to register people to vote. Tell us about it.
- Why is registering to vote so important?
- What got you involved in this effort?
- Critics say efforts to make it easier, or even automatic, to register to vote will make it easier for people who aren't eligible to vote to get added to the voter rolls. What's your response?
- Some say that it is not difficult to register to vote in this country and that this issue has been blown out of proportion. What would you say to these folks?

## FOR SPOKESPERSON

### Instructions

1. Read the scenario and get familiar with the upcoming media opportunity.
2. Use the talking points below to draft potential answers to the questions.
3. Be aware of your tone, posture, and body language.
4. Be sure to establish your expertise early, and pivot from tough questions back to your message.
5. Debrief the experience when done.

### Scenario

It's summer and you are a leader and spokesperson with the League of Women Voters in Atlanta. You and your colleagues are about to kick off your statewide voter registration effort with an event in Atlanta, Georgia. You have two goals: register as many new voters as possible and target local and state media to help get the word out to potential new voters. A local reporter at ABC affiliate WSB-TV 2 Atlanta calls your local League and asks if you are available for an interview. They are filming a segment on the upcoming election and want to include an element on voter registration. You accept and show up to answer a few questions on camera.

### Talking Points

- Georgians can register to vote online, by mail, or in person. While Georgia does not offer same day voter registration, the state does offer automatic voter registration.
- Registering to vote is the only way to ensure everyone's voice can be heard and counted. Our democracy is stronger when more people vote and our laws reflect those American values.
- The most important thing to remember is that registering to vote is only step one. Voting is step two. Make a plan for when and where you will vote. Recruiting a voting buddy can help hold you accountable and encourage others to engage civically.

*Potential Questions (use this space to take notes on your answers):*

- Tell me about the LWV.
- You are holding an event soon to register people to vote. Tell us about it.
- Why is registering to vote so important?
- What got you involved in this effort?
- Critics say efforts to make it easier, or even automatic, to register to vote will make it easier for people who aren't eligible to vote to get added to the voter rolls. What's your response?
- Some say that it is not difficult to register to vote in this country and that this issue has been blown out of proportion. What would you say to these folks?

## DEBRIEF

1. How do you feel that went?
2. What may your body language, posture, and tone be saying that your words may not?
3. What was the most challenging part? What would you do differently next time?