**Media Interview Strategies Workshop**

Working with the media is a regular challenge in fields with high visibility. Environmental law attracts media attention not only because of the urgency of the issues but also because advocacy organizations and key stakeholders use the media to promote their positions. Reporters may look to environmental lawyers as informed experts capable of translating complex environmental issues and cases to lay audiences. As you develop your comfort level with interviews for news and feature stories and segments, reporters will turn to you with increasing frequency as a reliable source. To become that reliable source, you will need to develop not only your knowledge of the issues, but also a shared mission with the writer or interviewer. This workshop introduces strategies to help you frame your thoughts for a lay audience, anticipate questions, stay on message, and develop rapport with the interviewer.

In the workshop, you will develop your skills in a short mock interview situation. Imagine that you have been approached by a journalist who is developing a story on an issue or event in your area of expertise. The reporter is interviewing you on camera for the nightly news or for a segment in a longer feature story. Come prepared to answer questions on camera.

As the basis for your interview, please write a short summary (350 words ) describing a news-worthy issue in your area of expertise or on a topic relevant to your work with the clinic. Please send the summary by the end of the day on Monday, March 17, with a copy of your resume to Luci Herman, SLS Lecturer, at lherman@law.stanford.edu. Luci will take on the role of the reporter to ask you questions and then give you feedback on your performance. We will video-record your interview and then return the clip to you privately so that you can think more about your interview style. With a little practice, you'll be ready for your next media interview.

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