

Worksheet: Answering hard questions

Being strategic means anticipating your opposition's arguments and preparing for hard questions, whether they're from a news reporter, your target decision-maker(s), or even a community member who could one day become an ally. You can anticipate many questions you are likely to get. Use this worksheet with colleagues or others to practice your responses.

Instructions

Step 1: With your partner, brainstorm the questions a reporter might ask on your issue. Step 2: After you each have five questions, discuss how you might answer them.

Question

Response

Question

Response

Question

Response



If the public's information came only from the media, what would they know?

What wouldn't they know?