

ROGUE ACTION CENTER

Tools for Organizing: Explaining What You Mean to Reporters

When speaking to the media, try to use simple, understandable terms. Jargon that you have become familiar with may not be understood by reporters or their audience

When you forget and use a specialized word or phrase, explain it to the reporter so they will know what you meant.

Here are some examples from a campaign by nursing home workers. You can make your own chart.

DON'T USE THESE WORDS/TERMS	SIMPLIFY AND EXPLAIN
CNA	certified nurse assistant
Feeders	residents who need help eating
Total care patients	residents who require assistance with all of their activities
Passing trays	delivering meal trays to residents
Acuity	how sick the resident is