

Talking to Reporters

(We don't bite)

Quick tips for making an audit media-friendly:

Things we love:

Nonpartisan analyses

Numbers/data

Clarity and simplicity (a good exec summary)

Anecdotes

Contacts for interviews

Footnotes

The best audits lead to investigatory journalism

Some of my strongest stories have been launched out of juicy nuggets gleaned from reports.

For example, [this report](#)

Spurred [this investigation](#).

And [this story](#) was made stronger by findings from a three-year-old audit.

Strong evidence can help lead to change

The ambulance stories helped [push the SF mayor's office](#) to increase funding and change policies.

And voters amended the [three strikes law](#) later that year.

We have a bullhorn

Media attention gets attention, so talk to us early and often.

We love scoops

We can be trusted

We need to know what's coming to cover it properly