

# Media guidelines: Abortion hooks

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Sisson, Herold and Woodruff (2017)<sup>1</sup> interviewed over thirty journalists and found that they face a myriad of challenges when it comes to reporting on abortion. One of the problems mentioned by numerous journalists included the constant need to find new ways to write on abortion. Editors often demand a fresh take and a clear hook.

To aide journalists in thinking of ways to pitch new stories on abortion, we have analysed recent coverage on abortion and have collected a list of potential hooks which have been successfully used in the past.

- ❖ A new UN statement on the importance of safe abortion
- ❖ New national legislation or guidelines on abortion
- ❖ A parliamentary debate or new bill being discussed
- ❖ A court case concerning someone who has carried out an abortion, or the imprisonment of someone who has carried out an abortion
- ❖ Discussion on an upcoming abortion referendum
- ❖ A recent protest or demonstration demanding the right to abortion
- ❖ An international day, such as International Safe Abortion on 28<sup>th</sup> September, or International Women's Day on 8<sup>th</sup> March
- ❖ A recent statement made by a leader or politician on abortion
- ❖ Statements made by health workers or health services on abortion
- ❖ New research released on abortion, for instance from Guttmacher Institute or Lancet
- ❖ Changes in the health service

We find that new and exciting abortion-related stories happen around the world every day. You can keep up-to-date with the latest abortion stories is by signing up to our newsletter. You can also join our press list by emailing our press officer [Nandini@safeabortionwomensright.org](mailto:Nandini@safeabortionwomensright.org) who can give you more ideas of hooks and material relevant to your region.

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<sup>1</sup> Gretchen Sisson, Stephanie Herold and Katie Woodruff (2017) "The stakes are so high": Interviews with progressive journalists reporting on abortion. *Contraception* Dec; 96 (6) pp. 395-400 <https://www.ncbi.nlm.nih.gov/pubmed/28844876>