



## Preparing For Your Press Appearance

Your group's appearance in the media (newspaper, blog feature, radio segment, on a live broadcast, etc.), should be carefully planned. Please review the recommendations for various tactics:

### 1. *Press Release*

- A press release should be targeted for the specific news outlet and, most importantly, spark their interest!
- Keep it short and compelling and include the 5 W's: Who, What, Where, When and Why.
- Remember to include contact information for your group. You can include contact information for a specific person in the group (such as your communications officer if you have one, but provide your group's email address for inquiries and use for distributing your release.
- All press releases should be reviewed by at least two members of your group.
- Send out to news media approximately 3-4 weeks prior to your event, then follow up one week after distribution.
- See press release templates in the "marketing materials" section of our website and additional resources below:
  - [Press release format and instructions](#)
  - [How to write a press release in 7 steps](#)

### 2. *Radio and Television*

Bring your talking points and fact sheet and familiarize yourself with the news outlet, show and host.

- Especially with television, it's a good idea to print out the host's bio and familiarize yourself with their background and interests. If you make a personal connection, they will remember! Also, you will be more comfortable at the studio and it will show in your segment.

The news station will need to know your spokesperson a few days prior to the appearance. Designate one spokesperson and backup spokesperson for your group.

- The spokesperson should have the talking points memorized and feel comfortable communicating on behalf of the group. As the spokesperson, practice by recording yourself in a mock interview. The station will ask for a Q&A (fact sheet) that you can use this for practicing.

- Remember: you are not a robot, and it is very possible that some interview questions will be skipped or rephrased, or you may receive a question not on the list.
- Be prepared for anything! But don't worry too much. News hosts are professionals, and they know you may be nervous. They will help if you get a little flustered on-air.

Songs will need to be cleared for all media performances and provided to the station when you send the name of your spokesperson and fact sheet.

- Be selective on your song choice and make sure all members of the group are comfortable with the arrangement.
- Remember, this should be fun! Pick a song that you all love but that is appropriate for your story angle, the news outlet and current events.

Radio means you won't be seen right? Wrong!

- Always arrive performance ready for all media appearances. Represent yourself and the organization as a whole with pride!
- It's great to take a photo with the host to publish on social media and your website, and sometimes radio broadcasts are streamed with visual elements, too.