

The press exposure was overwhelming. I am shy and being the centre of attention was definitely a challenge. Looking back, what is important is being really prepared, even practicing responses, because the questions were very similar.

Stephanie Gasana

”



TIPS ON DEALING WITH THE PRESS

- » *Identify reasons and goals for getting press attention, and make sure to keep the participants' best interests in mind.*
- » *Before agreeing to a press interview, research who you will be talking to. How have they covered the issue in the past?*
- » *Inquire about the length of the segment and prepare accordingly. Are they looking for a sound bite or something more in-depth?*
- » *Explore worst-case scenarios regarding press exposure in order to prepare participants and to assess if the press is beneficial to the individual.*
- » *Rehearse questions the press might ask.*
- » *Ensure that participants are accompanied by team members and a facilitator, whenever dealing with the press.*
- » *Respect an individual's decision to decline to be in the media spotlight.*
- » *Don't let the press attention distract you from your goals.*
- » *Write a strong press release and identify images, video, or audio that will attract attention across different media platforms.*