

# How to talk with the press



**Identify the journalists and media that cover the topics you are interested in.**



**During the interview or recording session:**

- Be concise and concrete. The more you ramble, the more difficult it will be for your key messages to reach your audience.
- Speak as if you are talking with your grandmother or a friend.
- Stay calm. Control your breath.
- Do not speak too fast or too slowly.
- Body language:
  - Avoid touching your hair or itching.
  - Do not put your hands in your pockets.
  - Avoid blinking too much.
- Do not assume that you will have a second shot. But if you commit a grave error, ask to record again.



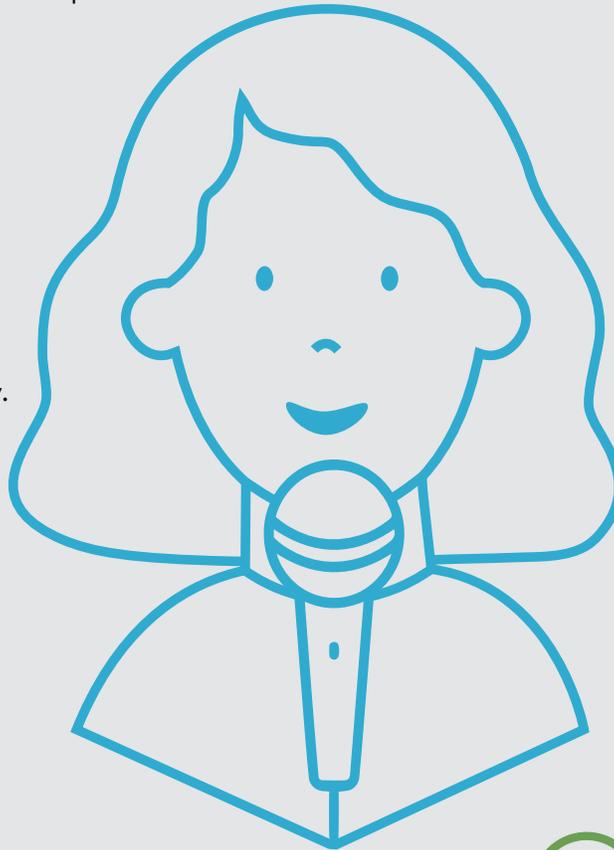
**When you are answering questions:**

- If you do not know the answer, say that you do not have the information at that moment but that you can give it later.
- If the question is not clear, ask for clarification before responding.
- First respond before giving context.
- Assume that the journalist knows nothing about your organization.



**Define your message.**

- Have one super-clear primary point.
- Support it with 3 - 5 sub-points.
- What makes your project unique and special?



**Stay positive.**

- Use affirming language.
- Entice people to be part of your success.
- Avoid making negative comments about others.
- Share information with confidence.
- Don't be annoyed.



**Prepare.**

- Know your audience and use empathy to connect with them.
- Memorize names, relevant facts, key words, but not a discourse.
- Clarify what the journalist is interested in.
- Think of stories, examples and metaphors that illustrate your key messages.
- Have important facts and contact information in digital form to give to the journalist.
- Assume that the information you give will be published, unless you have an explicit agreement.
- Think of how you will respond to uncomfortable or irrelevant questions.
  - Practice



**This is an opportunity to reach a broader public.**

- Occasionally mention the name of your organization.
- Speak in plural about your organization, emphasizing "we".
- Refer to your allies.