



#DetransAwarenessDay

WHO TO CONTACT AND WHEN FOR PRESS

I. HOW TO FIND YOUR LOCAL PRESS

A. Google – Closest News Stations

- a. Call and find out who accepts the Press Releases and how.

B. Google – Names of your city's or town's Newspapers

- Most will direct you where to announce a story.
If not, send an email to the Editor

II. WHEN TO CONTACT PRESS

3-Days before the event – (If you are fearful of a counter group)
shorten the notice time.)

A. Press Release – Send out your Press Release.

III. BE PREPARED

A. Have a spokesperson assigned to speak to press

B. Be ready to speak

- a. Why are you there?
- b. Who are you? You can be anonymous
- c. Be polite, Be your best self and use language that is appropriate to both honor the detransitioners and which can be aired on TV or in the paper.

SAMPLE PRESS RELEASE

Dear _____

We respectfully request coverage for an historic event taking place at _____ on SATURDAY MARCH 12, 2022 at _____ AM/PM. We will be there for ___ hours.

We are holding an event spotlighting the second annual **DETRANSITION AWARENESS DAY**.

This day is about those persons who either took cross-sex hormones and/or had surgeries to change their bodies to appear as the opposite sex only to regret those decisions. This day is about resiliency and to dispel the belief that detransitioners do not exist. They do and should not be ignored. Detransitioners deserve compassion and a voice.

OUR GROUP IS _____

CONTACT: _____ **Email:** _____

PHONE NUMBER: _____

Please be aware that if you have any fear of retribution or safety, you can self-photograph or self-film your event.

Tips for Newsworthy Photographs

1. Take High Quality Photographs
 - a. DO NOT HAVE LIVE SETTING ON.
 - b. Have iPhone set to Most Compatible under Settings>camera>formats>most compatible

Counter protests may not occur when the event is short in duration, but there is always a possibility. Each group engaging in their own organized event is responsible for their own safety and judgment. We are here to help provide a framework for showing support for Detransitioners.
