

Basic media tips for speaking to journalists



Tips before the interview

When survivors share their lived experiences with the media, preparation and care can help protect their voice.

#EndChildhoodSexualViolence



Reach out for assistance

Contact Brave Movement to help guide and prepare you for the media opportunity. Lean on your community– don't do it alone.



WE ARE **BRAVE** SO THAT CHILDREN CAN BE **SAFE**

Prepare for safe engagement

Focus on your safety and well-being. Go through the safe media engagement plan to ensure you know the principles of consent and boundary-setting.



Draft your talking points

Identify 3–4 key points you want to convey and practice delivering them. Anticipate possible questions and plan your responses.



WE ARE **BRAVE** SO THAT CHILDREN CAN BE **SAFE**

Basic media tips for speaking to journalists



Tips during the interview

For survivors, sharing their experiences with the media, their voice, choices, and boundaries should guide the conversation.

#EndChildhoodSexualViolence



Listen carefully:

Ensure you understand each question. Ask for clarification if necessary.



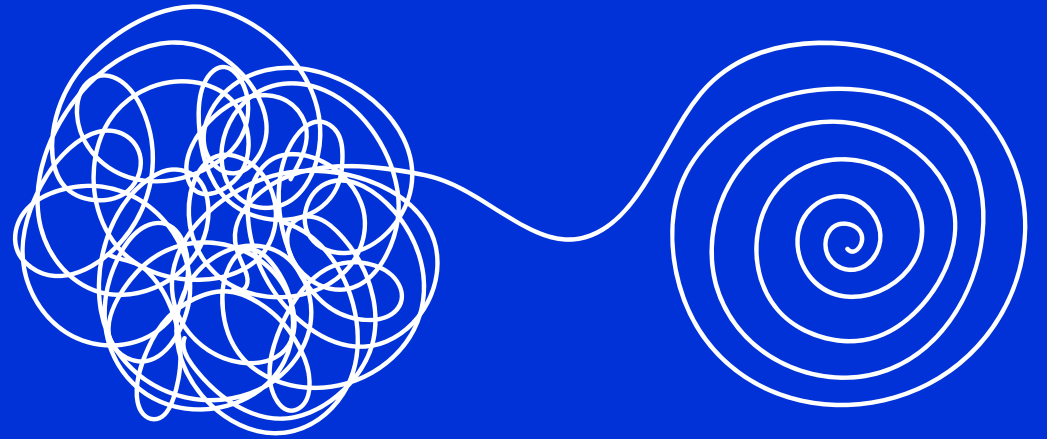
Get to the point:

Capture your main message in one or two clear and concise sentences.



Keep it simple:

Speak in lay terms and avoid using jargon.



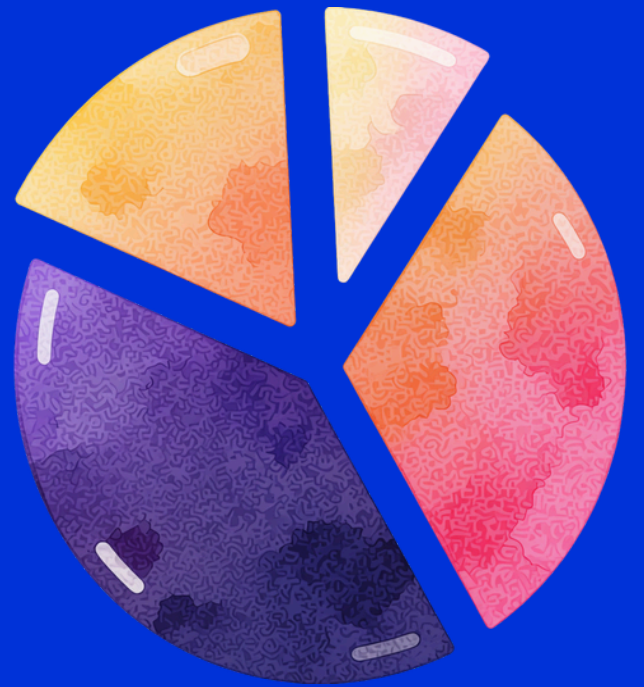
Express yourself:

Use colorful anecdotes, examples, and analogies to illustrate your points.



Cite facts:

Use facts and figures to clarify your points and add authority to your statements. Ensure you have talking points or figures printed out for easy reference—you don't need to remember everything.



Relax—to a point:

Keep the conversation natural and confident, but remember that everything you say can be used in the interview.



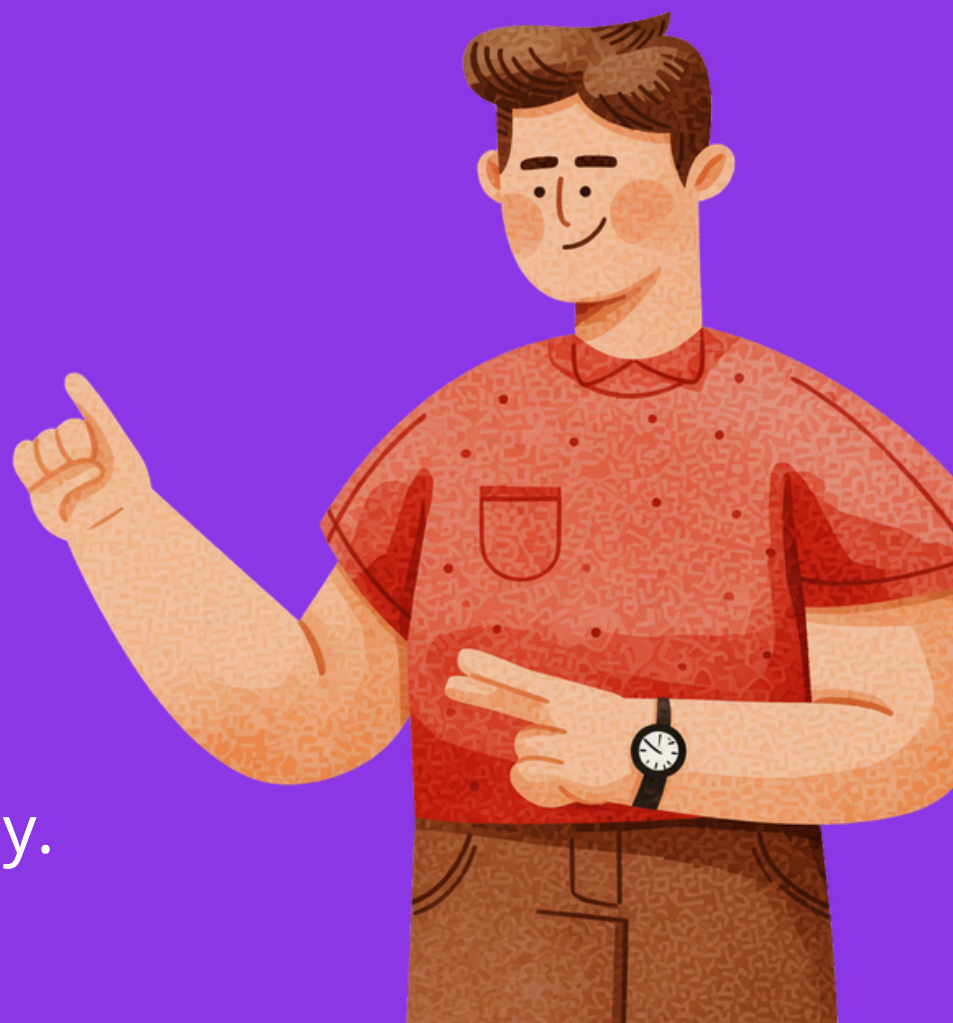
Correct mistakes:

If you misspeak, acknowledge it and correct your response. If the interviewer presents incorrect information, address the error and provide the correct data.



Stay on message:

Stick to your key points and avoid being sidetracked by unrelated questions or comments. If you feel a journalist is trying to side-track you, return to your main point. Remember, you are in control and decide what you want to say.



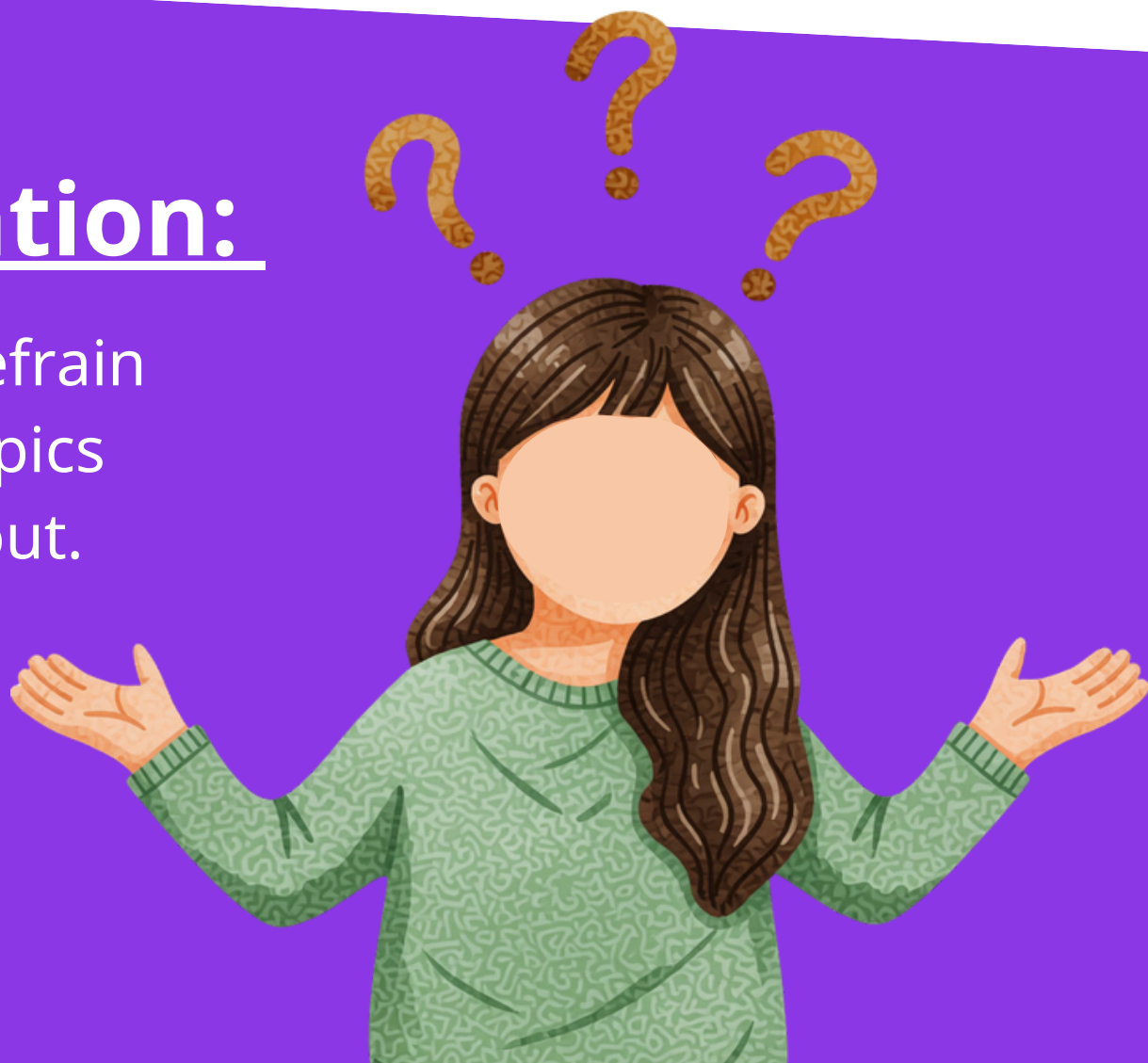
Be honest:

If you don't know the answer to a question, it's okay to say so and offer to follow up later with the correct information.



Avoid speculation:

Stick to the facts and refrain from speculating on topics you are not certain about.



Non-verbal communication:

Maintain good posture, eye contact, and appropriate facial expressions to convey confidence and credibility.



Follow-up:

Offer to provide additional information or clarification after the interview if needed.



Basic media tips for speaking to journalists



Tips after the interview

For survivors, taking time to reflect and seek support after speaking with the media is an essential part of the process.

#EndChildhoodSexualViolence



Prioritize self-care:

Post-interview stress or anxiety is common, so be kind to yourself. Engage in activities that help you relax and recharge, whether it's a walk, a hobby, or spending time with loved ones.



WE ARE **BRAVE** SO THAT CHILDREN CAN BE **SAFE**

Debrief with a trusted member of your support community:

It's important to process your experience with someone who understands you and can offer emotional support. This could be a friend, family member, or fellow survivor. Talking through the interview can help you reflect on how you felt and identify any areas where you might need additional support.



Speak to a mental health professional:

If possible, reach out to a therapist or counselor to help process any emotions that surfaced during the interview. Even if the interview went well, revisiting traumatic experiences can be emotionally taxing, and professional support can help you manage these feelings in a healthy way.



Request a copy or link to the final piece:

Ask the journalist when you can expect the piece to be published and if they can send you a copy or link prior to publication. Reviewing the final piece can help ensure your story was represented accurately and give you the chance to flag any major issues.



Stay engaged with the journalist:

If there are follow-up questions or additional details needed, it's a good idea to keep communication lines open. Establish boundaries early on about how much additional contact you're comfortable with.



Monitor the impact of the story:

After publication, consider monitoring how your story is being received. This can help you gauge the wider response, see what conversations are being sparked, and identify any further actions or opportunities for advocacy that you might want to take.

