

Safe Media Engagement

A guide for speaking with media

Media Engagement Risks

There are risks when you engage journalists and reporters.

- Once you say something to the media, it is hard to take it back or change it.
- You could become a target for harassment online or in person.
- Reporters may be disrespectful or ill-informed, which can be re-traumatizing.
- Your reputation might be at risk. Your anonymity will be

You can address these risks with the proper precautions.

Media Tips for Speaking with Journalists



Before the Interview

- **Create a safety plan** - Review Brave's [Healing and Safety](#) and [Safeguarding](#) toolkits to learn more.
- **Practice self-care** - Interview stress/anxiety is common, so be kind to yourself. Engage in activities that help you relax and recharge.
- **Know your boundaries** - You have control over (i) where/how/when you engage with journalists and (ii) how much you share of your personal experience.
- **Prepare and practice your message** - Identify 3-4 key points you want to convey and practice delivering them. Anticipate possible questions and plan your responses.
- **Reach Out for Assistance** - Contact the Brave Movement to help prepare for the media opportunity.

If you need additional support during your advocacy with Brave, please contact info@bravemovement.org



During the Interview

- **Listen Carefully** - Ask for clarification to be sure you understand the question.
- **Get to the Point** - Capture your main message in 1-2 clear and concise sentences.
- **Keep It Simple** - Speak in lay terms and avoid using jargon.
- **Express Yourself** - Use colorful anecdotes, examples, and analogies.
- **Cite Facts** - Use facts and figures to clarify your points and add authority to your statements. Print talking points for easy reference.
- **Relax and Breathe** - Keep the conversation natural and confident. If you need a moment to pause, let the interviewer know.
- **Correct Mistakes** - If you misspeak, take responsibility and correct yourself. If the interviewer shares incorrect information, acknowledge it and provide accurate details.
- **Stay on Message** - If you feel a journalist is trying to side-track you, return to your main point. Remember, you are in control of what you choose to say.
- **Be Honest** - If you don't know the answer to a question, it's okay to say so. Offer to follow up later with the correct information.
- **Avoid Speculation** - Stick to the facts. Refrain from speculating on topics.
- **Non-verbal Communication** - Maintain good posture, eye contact, and appropriate facial expressions to convey confidence and credibility.



After the Interview

- **Offer a follow-up** - Let the interviewer know you are available to provide additional information or clarification if needed.
- **Debrief** - Discuss the interview with a trusted member of your support community or a mental health professional.

By following these tips, you can safely and effectively engage the media.

Your voice and your message have power.
