

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.



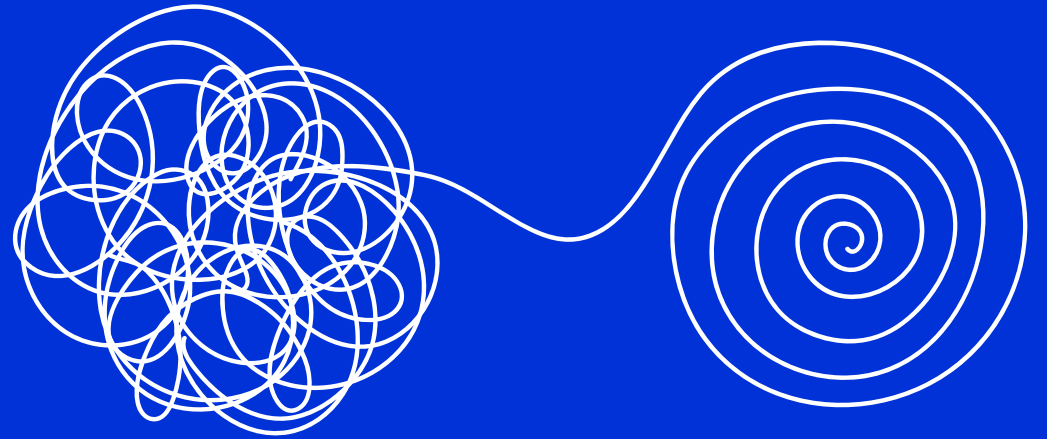
Get to the point:

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



Keep it simple:

Speak in lay terms and avoid using jargon.



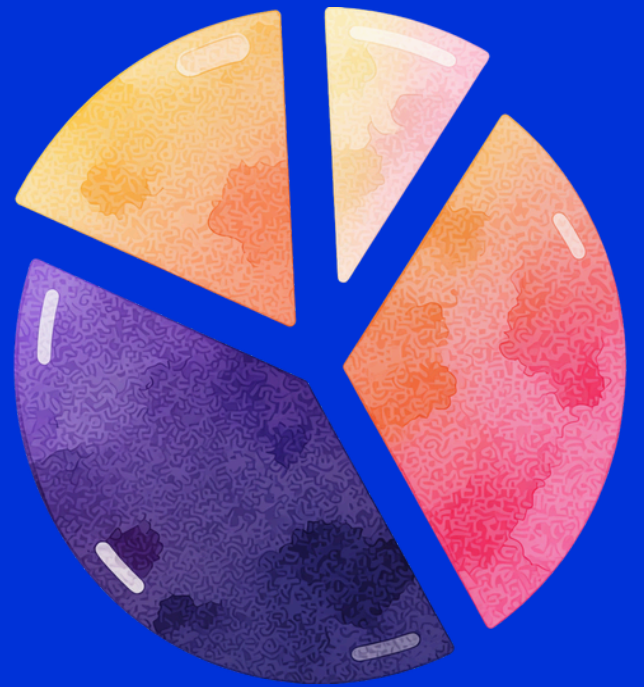
Express yourself:

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.



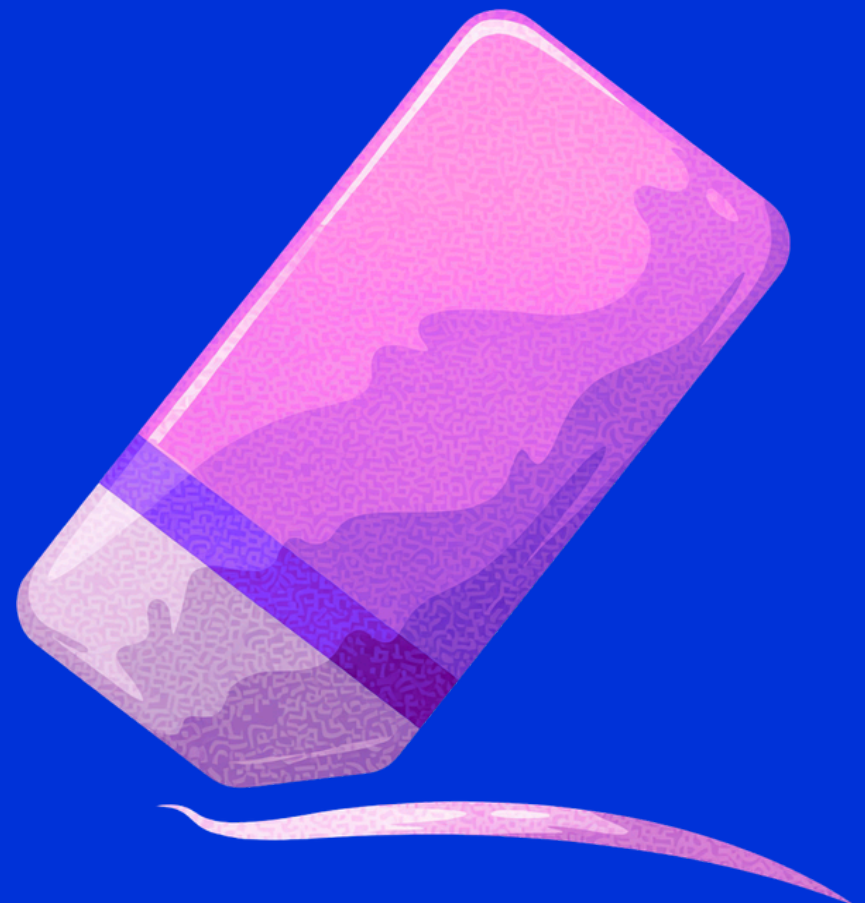
Relax—to a point:

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



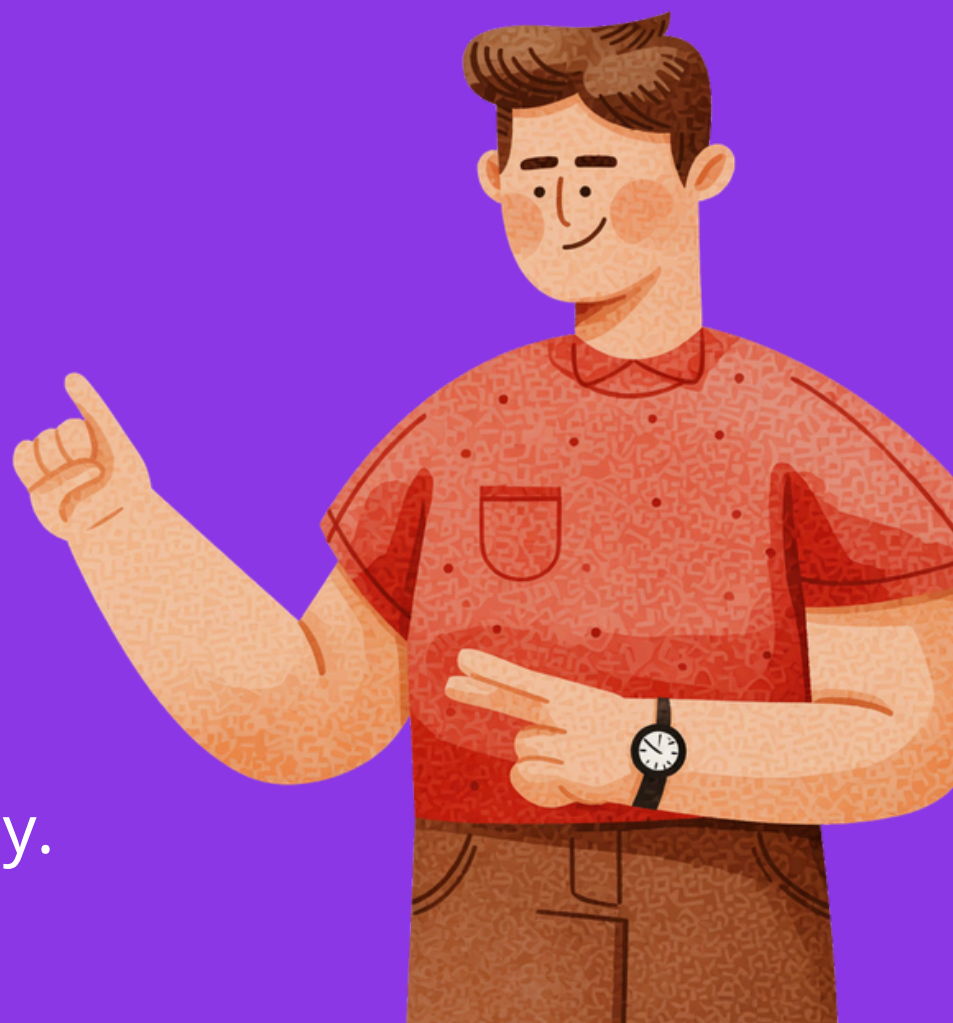
Correct mistakes:

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.



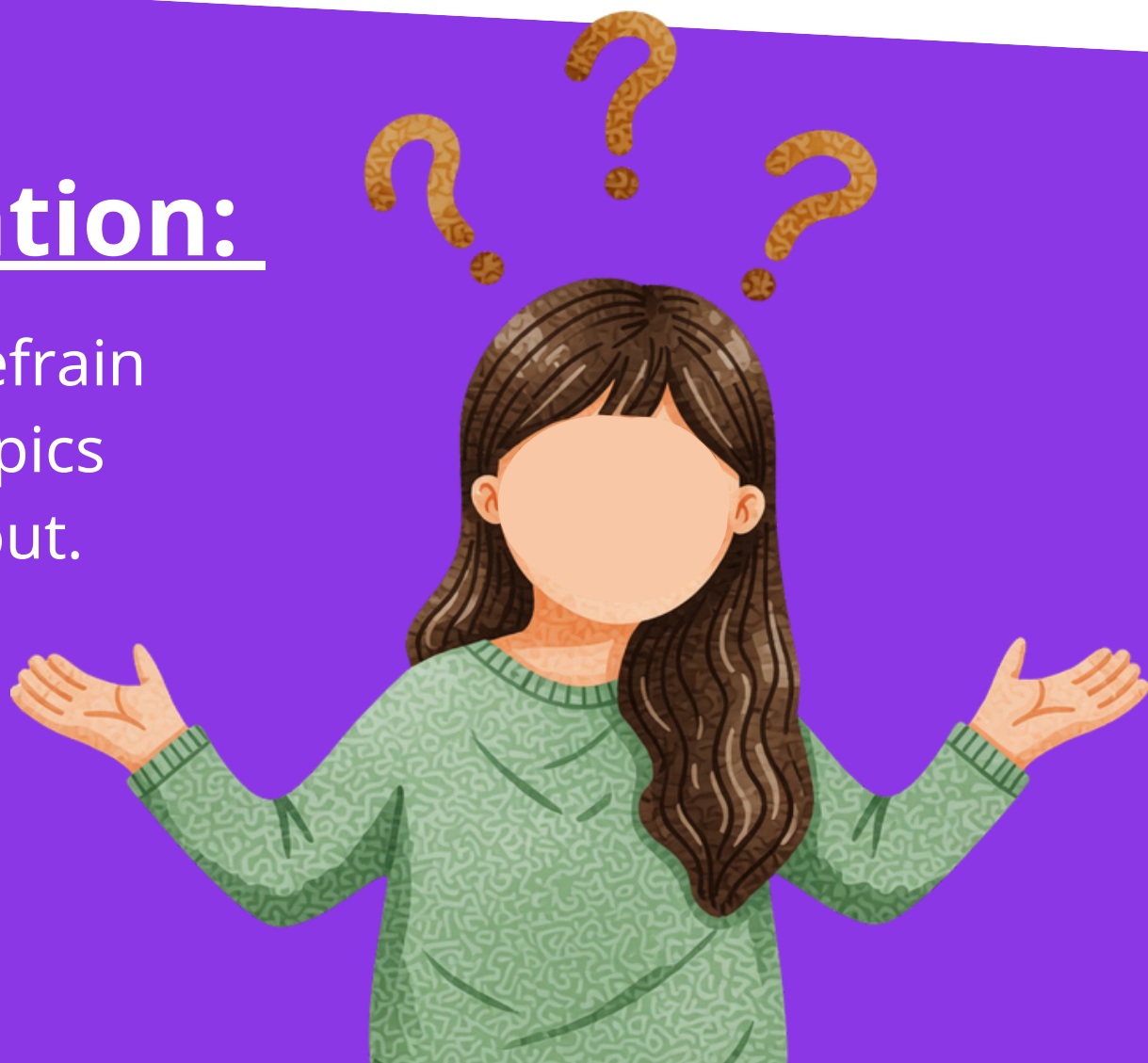
Be honest:

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.

