



SART Media Plan

Selecting a Media Spokesperson

Journalists love to have a human face to put with the personal story. Real stories help journalists better understand the issues and produces stronger news stories. With this in mind the SART should select a spokesperson who can discuss generally about rape, the dynamics of sexual violence, and victimization. Fostering relationships with the media provides an opportunity to discuss positions and views on disclosing victim names and sensitive information that may re-traumatize the victim. Discussing details of a specific case should never occur through the SART Team.

Spokesperson should be:

- Eloquent and Concise.
- Define parameters of the interview by informing media that specific case details will not be discussed.
- Able to memorize key messages without sounding rehearsed (additionally these messages should be memorized by the entire group in the event that the media does contact someone else on the team – a statement should be able to be given by every member of the team such as “The ____ SART is deeply committed to serving victims of sex crimes. This is an issue that is not taken lightly, every crime in this community affects all of us.”
- Capable of shifting conversations styles from short sound bites to narrative stories. Radio and tv stations may want either style depending on the program format and whether it is a news story versus a public affairs show.
- Easily accessible for last minute or crisis interview situations.

Each member of the SART should have the contact information of the spokesperson to reach during and after business hours.

Bio and photo of the spokesperson should be compiled and readily available for the media to use.