

# Engaging with the Media

## **We highly value our trained volunteer Ambassadors of Hope.**

Because Shared Hope International is a highly respected, leading organization in the fight against trafficking, it is vital that our Ambassadors understand that they are part of a TEAM that has a great responsibility. When an official statement is made by Shared Hope or a statistic quoted, people pay attention and believe it.

***If you as an Ambassador were to speak to the media as Shared Hope, it will be interpreted as being FACT. (This includes interviews for print, broadcast or online media outlets, and interviews that are live or recorded for later use.)***

If a reporter asks you to make a statement, introduce yourself as a TRAINED VOLUNTEER AMBASSADOR, and never represent yourself as being “from Shared Hope International.”

Please realize you cannot speak on behalf of Shared Hope without express permission and talking points from our communications department. Our staff does not speak to the media or to officials or sign/approve documents for Shared Hope without the same guidelines being in place. It is vital that Ambassadors follow the same procedures as staff.

This policy is for your protection and to always keep Shared Hope as a viable source of accurate information.

## **GUIDELINES FOR MEDIA CONTACT:**

1

### **ATTENDING AN EVENT COVERED BY THE MEDIA**

If you are attending an event where the media will be present or are invited to a meeting with local influencers or politicians and you know ahead of time, you can request that a media kit be sent to media in attendance. Go to <https://sharedhope.org/press/> and email [stephen@sharedhope.org](mailto:stephen@sharedhope.org), and our Communications Director will follow up with you as needed.

#### **A media kit includes:**

- State report card and recommendations
- Linda Smith bio
- The signs of trafficking flyer
- Demanding Justice fact sheet
- National Report fact sheet
- About SHI Fact sheet

**Thank you for respecting that you are a volunteer and that only qualified staff speak directly to the media to represent Shared Hope International.**

## 2

## INTERVIEW REQUESTS

If you are being asked for an interview or meeting ahead of time, immediately email [stephen@sharedhope.org](mailto:stephen@sharedhope.org) for direction from our Communications Director. Our staff is more than willing to guide you through this process.

## 3

## QUESTIONS FROM THE MEDIA

If you are approached during an event and you would like to answer questions, please step away from your Shared Hope table, remove your name tag (in case you are captured on camera) and make a statement as a concerned citizen.

**Please state: "I am a trained volunteer Ambassador for Shared Hope International, and I do not speak for them. But as a concerned citizen speaking for myself, I'd like to say..."**

### IN ALL COMMUNICATION:

It is important IN ALL COMMUNICATION to never identify yourself as an employee of Shared Hope International. Please do not speak as if you are staff or create email or Facebook accounts that may mistakenly give the impression that you are an employee of SHI.

### EMAIL SIGNATURE:

When sending emails as an Ambassador, format your email according to this example. →

### EMAIL ADDRESS:

Your email should be name@server.com. Please do not include SHARED HOPE (or any form of it) in your email handle (the part of your email address before the @ symbol).



Thank you!