

Victim Service Providers who assist and/or represent victims who choose to deal with the media should...

- Be clear about and honor the victim's wishes concerning news media coverage of his or her tragedy.
- Protect the privacy of victims who do not wish to have contact with the news media.
- Seek a victim's explicit (written) consent when providing information about him or her to the media.
- Seek collaboration between the victim/survivor and those involved with his or her case in dealing with the media.
- Know (well) the victim they are representing.
- Speak on the victim's behalf only after securing consent and after the advocate is clear about what details can be publicly shared.
- Provide victims with guidelines about how to deal with the news media (see "Tips for Crime Victims and Survivors: Guidelines for Media Interviews in Section I of this Guide).
- Help victims, upon request, prepare for print or broadcast media interviews and consider the key points and issues they want to be made public (see "Tips for Media Interviews" in Section I of this Guide).
- Inform victims that talking to the media is *their choice* and explain any options and the consequences of such choices.
- When necessary, provide a neutral location for the interview to protect the privacy of the victim's home and/or workplace.
- Accompany victims, upon request, to media interviews and press conferences.
- Help the victim establish ground rules and boundaries for media interviews and make the victim's wishes clear to the media.
- Reserve the right to end an interview if the victim shows signs of trauma during interactions with the news media.
- Discourage the participation of young children in media interviews, and work closely with parents/guardians to represent the best interests of child victims while protecting their privacy.
- Provide timely and accurate information and referrals to journalists who request them.