

## One25 Media Policy

One25 enjoys regular contact with the media. This policy ensures that all media requests, as well as proactive planned media strategies, are considered carefully and handled appropriately. We are eager to talk about:

- The brave stories and successes of the women we work with
- The issues they face
- The effectiveness of our services
- What systems change is needed to enable women to get the help they need
- Ways to get involved

We fully recognise the important role that media have in furthering some of our key aims:

- to increase understanding and challenge perceptions of the needs of women who experience severe disadvantages like childhood trauma/abuse, addiction, domestic/sexual violence, ill mental health, homelessness, child removal, involvement in the criminal justice system
- to influence and advocate for better service provision for women experiencing severe multiple disadvantages
- to provide a platform for women's voices to be heard

All journalists requesting media coverage should be able to show awareness that every one of the women we work with has experienced trauma. Because of this, engagement with and portrayal of One25 service users requires heightened sensitivity. One25 will decide whether to engage in confrontational debates on a case-by-case basis. This will depend on the key issues being raised; the level of knowledge and any bias the media outlet might have; the context in which One25's input will be used and whether a suitably briefed and confident spokesperson is available.

One25 is a person-centred organisation, as well as being trauma-informed. We can only work with media who will focus on a service user's personhood (not defining them by their disadvantages or needs) and who are able to ensure a service user's story is treated as their own property and voice. We require:

- Professional, humane reporting.
- Respecting a code of ethics, especially in relation to vulnerable women and children.
- Cooperation with One25, especially in relation to awareness raising and prevention.
- Challenge, rather than promote, stereotypes.
- Avoid clichés and labelling of vulnerable women in street sex work (or those facing other issues) e.g. 'prostitutes', 'junkies', 'vice-girls', 'hookers' etc. and look at the whole person and their positive potential. These women are somebody's daughter, sister, friend or mother and are not defined by their involvement in sex work or the other challenges that they face (e.g. addiction).

## **Staff, volunteers and supporters**

Owing to the sensitive nature of One25's work, staff, supporters or volunteers may not partake in any media initiative about One25 without the full knowledge and consent of the CEO and/or the Fundraising and Communications Manager.

## **Working with service users**

Because of the risk of stigmatisation and exploitation, even of women who are well established in recovery, we will not work with journalists who wish to identify service users in any way (e.g. name, image, audio). If in doubt, please email One25's CEO, Anna Smith at [anna.smith@one25.org.uk](mailto:anna.smith@one25.org.uk) or the Fundraising and Communications Manager, Amy Sutcliffe at [amy.sutcliffe@one25.org.uk](mailto:amy.sutcliffe@one25.org.uk).

One25 may negotiate between a media request and a service user where this is deemed to empower the service user by giving her a voice, where there is low risk of relapse or other vulnerability and where identities are protected. We are most likely to negotiate this interview with media organisations that challenge stereotypes, avoid clichés and sensationalism and are willing to treat interviewees with dignity. Please see Service User Publicity Policy. Any filming of service users must use a non-identifiable image. Interviews with service users will only be granted on the condition that they are pre-recorded and only used once the service user, with One25, has listened back and given consent. Journalists must be clear with an interviewee when and where the recording will be used and confirm that she understands this using One25's signed consent form. The interviewee must be allowed a member of One25 staff to be present to support her. For more please see One25's Media Coverage Guidance.

## **Interviewing guidelines**

Media professionals must be aware that for most women, recounting their history or a specific ordeal to a stranger entails additional trauma and a high chance of relapse. For this reason, One25 will not set up interviews between journalists and our beneficiaries unless the women involved have expressed an informed willingness to be interviewed and will be empowered rather than re-traumatised by the experience. To make this process safe, healthy and anonymous for them, every journalist must agree to the following:

- Be sensitive, discreet and considerate towards the woman being interviewed and respect her need for confidentiality/anonymity.
- Any filming of service users must use a non-identifiable image and preferably an altered voice.
- Discuss interview questions beforehand with the interviewee.
- If the interviewee provides her real name or names of her family members, these must be deleted from the recording. Either use a pseudonym agreed by her or no name at all.
- Provide a female interviewer and female crew where possible.
- Be clear to the interviewee when and where the recorded information will be used and confirm that she understands this with One25's signed permission form.
- If the interviewee doesn't want to answer a question, please take her 'no' as a 'no' and don't push her on the subject.
- The interviewee should be accompanied by a member of One25 staff present to support her.
- Talk to One25 if you feel unsure on sensitive and respectful interviewing techniques.

- Always treat the women with dignity and respect - the way you would want to be treated in her situation.

### **Improve your research and reporting**

One25 is keen to cooperate with the media on the sensitive and accurate reporting of stories involving women trapped in street sex-work. We can:

- Come to your office and offer a training/information sharing session to media professionals
- Organise joint training between journalists across Bristol and One25
- Send you our media pack with latest stats, case studies, FAQs and more
- Signpost you to our website at [www.one25.org.uk](http://www.one25.org.uk) or to affiliations of sex-work projects, for example [www.beyondthestreets.org.uk](http://www.beyondthestreets.org.uk)

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