

A silhouette of a woman with her arms raised in a gesture of triumph or freedom, set against a teal background with a subtle pattern of horizontal lines. The woman is wearing a patterned top. The overall mood is one of empowerment and advocacy.

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**FOR WOMEN'S RIGHTS SINCE 1993**



**To be in the media  
Who is in the media today?**



# MEN!





# The media survey GMMP in 108 countries shows that:

- **Women make up only 24 % of the news globally**
- **76 % of people see in the news are men.**
- **Men are 80 % of the experts and 79 % of spokespersons**
- **Women are mainly interviewed to reflect public opinion and personal views. Not as experts.**
  
- **What can YOU do about this?**
- **TRY TO REACH A GENDER BALANCE!**

# WHY BE IN MEDIA?



- **To be known**
- **To raise awareness**
- **To achieve change**

# WHAT DO I NEED TO BE IN MEDIA?



- **A case with a human touch – people of flesh and blood.**
- **An expert – someone trustworthy who can explain things.**
- **Someone to bring to account – who has the power to change these conditions!**

# HOW DO I GET TO BE IN MEDIA?



- **Attract attention through social media**
- **Send out a press release**
- **Contact journalists**
- **Establish good relations with journalists and media you trust – by delivering reliable and relevant news to them.**



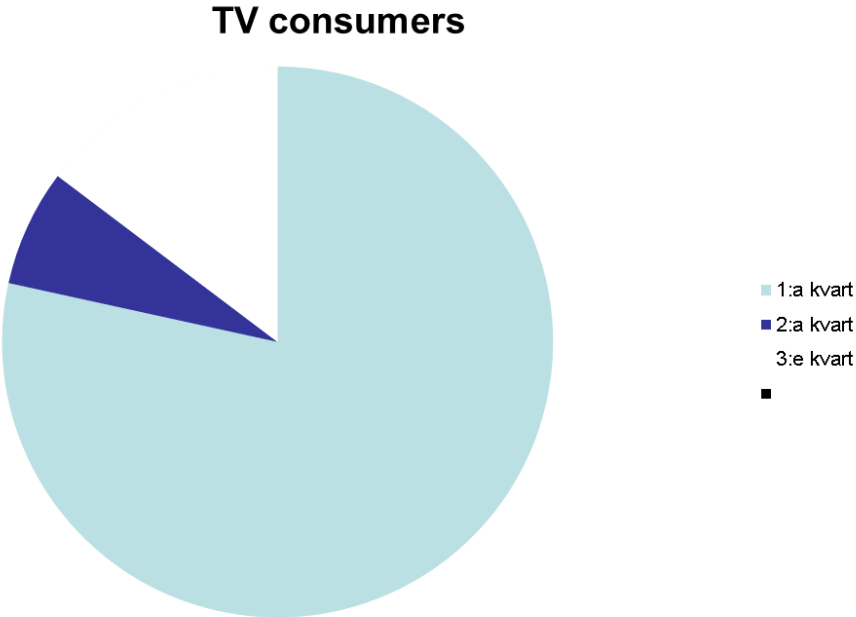
**Shortly you will train in front of the  
camera.**

**What should you think about?**





# How do people's brains work when they see you on TV?





## In front of the camera - try to:

- **Start with the main message. Direct on target!**
- **Short sentences. No long explanations and extra phrases. Max 30 seconds.**
- **Look at whoever is talking.**
- **Lean forwards, not backwards.**
- **Think about your body language.**
- **Speak up in a LOUD and clear voice. Energy! If you don't sound committed, no-one else will be.**
- **Avoid scratching your face and such things.**
- **Love the camera. It is your friend, not your enemy!**



# Remember this!

- **You are the expert – You know what to say**
- **Stay focused**
- **You can always say you don't understand**
- **The journalists have already decided what to focus on – listen to their questions and answer them, but try to repeat your message**
- **The viewers are your audience – not the journalist**
- **Use easy language and images/stories**
- **Be concise. Don't be afraid of silence**
- **Don't get angry**
- **Don't ever tell the journalist she is asking the wrong question**



# The exercise today

**Max 4 min filmed interview in groups. We will all look at them and feedback.  
Pretend you will be on Swedish TV – *the audience knows nothing in advance!***

- 1. Key message – "what is the situation and what needs to change?"**
- 2. Concrete example – "the case"**
- 3. Facts and figures – "the expert"**
- 4. Bring to account – "who needs to do what to change things?"**



**GOOD LUCK!**

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