

MEDIA GUIDELINES



An Unlikely Tour (2018), Cherrie Hughes Photography



Please note that this is intended as a guide only. Please check with the individual about how they like to be represented in writing and articles.

This guide has been developed to assist members of the media when interviewing people with disability, and those involved with Crossroad Arts specifically.

It provides practical advice about the things you should consider before and during the interview to help you get the best out of the process, while ensuring that all participants are treated with dignity and respect.

It's essential that people with disability are portrayed as real individuals, without relying on stereotypes or sensationalist analogies.

A good interview process will allow the individual's voice to be heard, and will shine a light on the person and their experiences, rather than the disability alone. Here are a few tips for ensuring you have a successful conversation.

This kit includes:

1. Language cheat sheet – easy to follow guidelines on how to use inclusive phrasing and words, when needed.

2. Logo suite – including style guide, with all official/approved Crossroad Arts logos and how to use them.

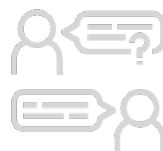
3. Contact list – a who's who in Crossroad Arts, and how to best get in touch with them for an interview.

Media Checklist - for interviews



Before the interview

1. Send the questions beforehand to give the person who is being interviewed time to prepare. You may want to consider using a large font with double spacing. This is particularly pertinent for Crossroad Arts Ambassador Brenden Borellini who happens to be deafblind
2. Contact Crossroad Arts staff beforehand to find out specific details i.e. Carer, support person or Auslan Interpreter
3. Give as much advance notice of the interview time as possible – set a date and keep to it, try not to rearrange
4. Choose a suitable interview location in line with the individual's access requirements



During the interview

1. Make sure the interview environment is quiet and free from distraction
2. Treat the person who is being interviewed with courtesy and sensitivity – introduce yourself and anyone else involved, shake hands, make eye contact, be patient when they are speaking and let them finish without interruption
3. Speak normally - you don't need to shout or slow down - but keep language jargon free
4. If you aren't sure whether the person who is being interviewed has understood your question, try expressing it differently or giving some examples. If a support worker or carer is present, you can ask them for clarification but make sure you talk and listen to the person with disability first
5. Similarly, never pretend to understand an answer if you don't. Repeat the answer back to the person who is being interviewed as you grasped it and ask them to clarify
6. Ask the person who is being interviewed for their opinion – how they feel and what words should be used to describe them. Make sure they have a say in how they're portrayed