



## Trafficking and the Media

The media plays a huge role in anti-trafficking because the public responds according to facts and opinions stated in new stories. Using appropriate terminology, being respectful of survivor's stories, as well as having a base knowledge of what human trafficking looks like in our community are all vital.

Appropriate terminology is one of the most important things that the media can be mindful of when reporting on human trafficking, sexual exploitation, and victim or survivor stories. Certain stereotypes, terminology, and misconceptions listed in news stories are often cited by traffickers to control victims. By giving the media a different voice, victims and survivors are empowered.

## Giving Media a New Voice\*

### TERMINOLOGY

That Empowers:

- **trafficked person** instead of *prostitute* or *sex slave*
- **forced into prostitution** instead of *selling his/herself*
- **trafficking survivor** instead of *former prostitute*
- **trafficker** or **abuser** instead of *pimp*
- **human trafficking** or **sexual exploitation** instead of *slavery* or *sex slavery*

### CREATING VISUALS

- Always ask permission to provide an image of a survivor along with the story
- Use of professional head shots of the survivor; not stock images of a victim
- Do not compare human trafficking to movies such as *Pretty Woman* or *Taken*
- Trafficking and exploitation in the United States can look like domestic violence, a controlling partner, or a sugar daddy

### INTERVIEWING VICTIMS AND SURVIVORS

- Keep an open mind about the story or facts you are about to learn
- Leave all judgment and bias' at the door
- Be compassionate
- Make sure the victim or survivor knows what you intentions are regarding the information you are gathering from them
- Ask a mixture of open ended and close ended questions
- Being trafficked is a traumatic part of this person's story. Their life is not for you to exploit as gossip for the public to read.

**Writing an article with the inflection that states I chose this route creates a public perception that we all choose to do this and it's up to us. That is obviously incredibly inaccurate.**

Emmy

Survivor Leader and Founder of  
Lacey's Hope Project

\*This information is a starting place. Every victim, survivor, and story is unique. Be aware and mindful while reporting on exploitation, trafficking, and abuse.



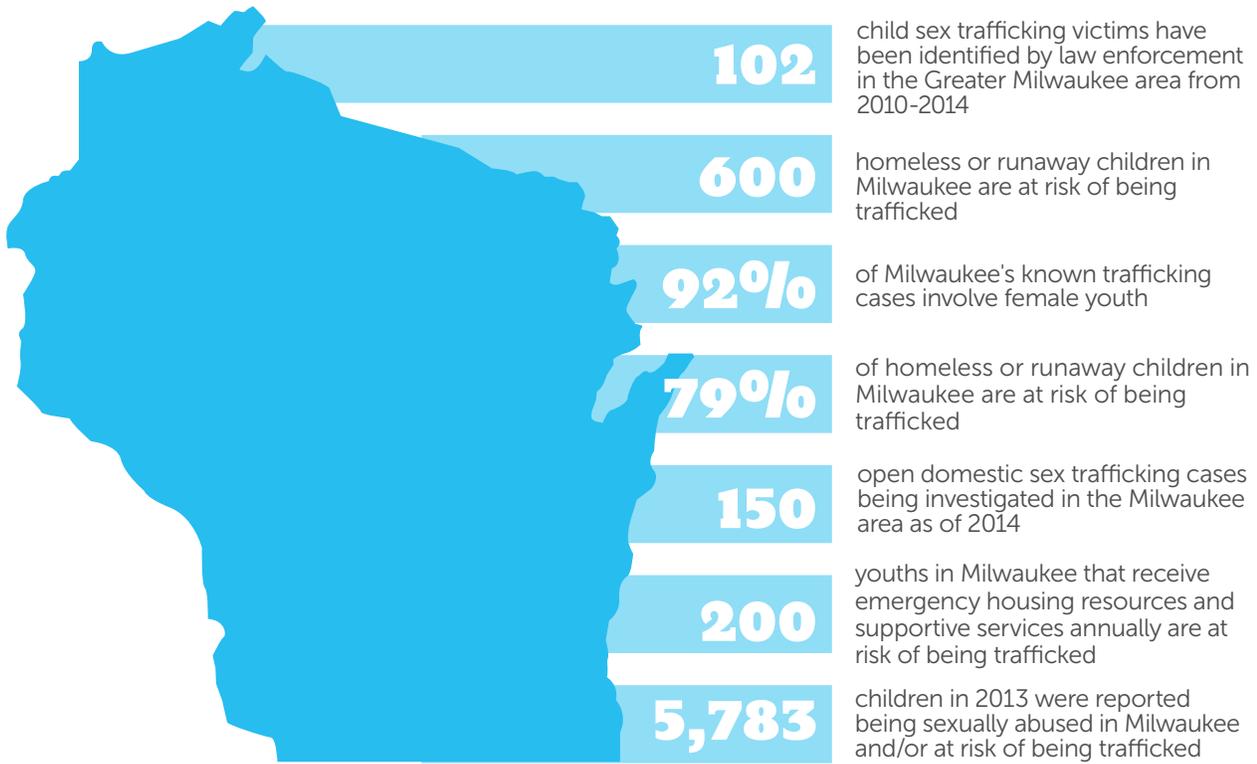
## Let's Talk Facts

Human trafficking is a form of modern-day slavery. This is a crime that occurs when a trafficker uses force, fraud or coercion to control another person for the purpose of engaging in commercial sex acts or soliciting labor or services against his/her will.

### GENERAL FACTS

- Human trafficking is the fastest growing crime in the nation and is a 9.5 billion dollar industry annually in the United States
- It's estimated that there are 27 million slaves in the world today
- 4 out of 5 victims are women or girls
- 1 out of 3 teens on the street will be lured into trafficking within 48 hours of leaving home
- National Human Trafficking Hotline Number receives, on average, 100 calls per day

**Every 30 seconds,  
a human is sold  
into slavery**



## NEXT STEPS

VISIT [exploitnomore.org](http://exploitnomore.org) | LIKE us on Facebook | FOLLOW us on Instagram and Twitter  
For staff bios and headshots, visit *Our Team* under the *About* tab on our website