

# PREPARE TO TALK ABOUT TATE

Tate models himself as the 'antidote to woke culture' - **it's important to not engage with this 'us vs. them' discourse**, where challenges to sexism and misogyny are perceived as a threat to masculinity. Instead, we want to create a space where we can critically discuss these issues without anyone feeling as though they're going to be 'cancelled' or having to double down on their views to defend themselves.

Here are some tips on how to set up a friendly but challenging space to hold these conversations:



**Body language and tone** - keep the discussion light, casual and friendly. Consider changing the space and change your body language (foster a sense of equality). Try striking up the conversation in a space without direct eye contact, when driving, walking or watching TV to avoid feelings of confrontation.



**Be proactive** not reactive - bringing up the conversation organically rather than in reaction to a comment or event will set the tone as objective and minimise defensiveness.



**Little and often** - less intense, less awkward, less pressure! Come back to this topic, this is a stimulus and can be used as a template for how to have and continue these conversations into the future.



Discuss **healthy alternatives** to current role models and narratives around masculinity.



Centre **empathy** and **challenge** - all views are welcome but we must all be open to being challenged. Don't stoke **cancel culture**. Avoid the "bad apple" view and move towards **collective responsibility**.



**Don't panic or react with shock** - prepare yourself emotionally - it might be shocking or enraging to hear some views coming from teenagers, however reacting with shock or anger can shut down conversation.



**No right or wrong narratives** - inspire agency by offering information and letting them think about it critically, setting up the space as a conversation and not a debate.



**Don't ban social media** - misses the point that social media is a vehicle and not a root cause.

