



Refugee Week 2018

Engaging local media

Media Strategy

- **Aim** – What are you trying to achieve? It could be increasing attendance at your event or changing public opinion, for example. Who do you want to reach? It could be anyone in the local area or people who are already sympathetic to refugees but don't know how to help, for example. What do you want them to think or do? You might want them to come to your event or just to think that Britain should do more to protect people seeking refuge here. Why don't they think that thing already? This is the tough one – is it simple ignorance of the facts or something else? These questions should help you identify the kind of coverage you would like to secure and where you would like it to appear.
- **Research your target outlet** – Who do you want to cover your story and why? Find out if they have covered relevant stories before or if they have covered a different subject matter to which your story could relate. Or maybe they are just a news reporter who covers your local area. Use this information in your pitch.
- **Preparation is key** – Journalists are extremely busy and it may take more than one pitch to secure coverage. Aim to send out your press release at least two weeks before your event or deadline. Similarly, ensure you have all the relevant information a journalist may want. This includes potential interviews. If a journalist is interested, they may be working to a tight deadline. Your job is to provide them with everything they need to turn your story into a newspaper, TV or radio report easily and quickly.
- **Make it personal and use storytellers** – Whatever your story is about, for local news, it is the people and local angle that will make this relevant and helps bring your story to life. Is there an individual – e.g. a volunteer or refugee – that is directly involved in your event and willing to tell their story? Why does your story matter to this location?
- **Provide the national link** – What happens locally during Refugee Week is connected to other people and organisations from around the UK in a huge show of solidarity to celebrate and highlight the resilience and contributions of refugees. If you have the opportunity, highlight this and it will strengthen your story.
- **Consent and safeguarding.** While experts by experience can be a powerful force for change in media work, you need to be sure you're working with them responsibly. Always consider the wellbeing and dignity of any potential storyteller and any implications for representation. Ensure you have informed consent. And ask yourself if that consent has been given because of a power dynamic. Make sure the expert by experience knows what working with the media will mean for them – most notably that once their story is out there, retracting it will be impossible. And will it being posted on social media have implications for family or friends in their country of origin? Are they prepared for negative social media reaction? Do they understand that while we've done everything we can to set boundaries with the journalist, they might still ask an insensitive question? A lot of this is a judgement call that you will have to make.

Additional information

If you have any questions or require any additional support with your media efforts, please contact the Refugee Week press officers:

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