

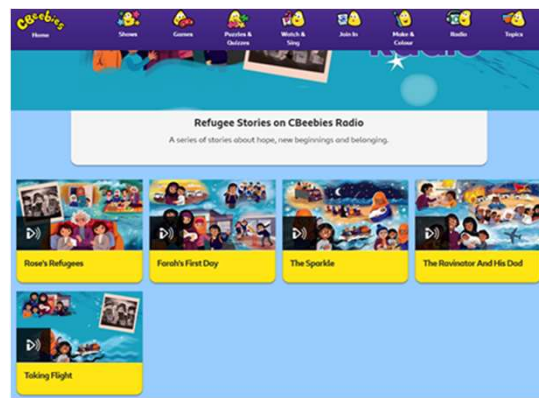


# Refugee Week 2020: Working with local and regional media

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Niall Mann, February 2020

# Refugee Week coverage: 2018 and 2019



## How we'll spend our time together

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- Introduction to local and regional media
- What journalists want
- Getting your story into the media
  - Grabbing a journalists interest
  - Pitching
  - The press release
- Interview tips
- Storytellers and safeguarding





# How can the media help you?

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## Local and regional media overview

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### Regional and local media

- **Regional newspapers**
  - South Wales Argus, Gloucestershire Echo, Yorkshire Post, Manchester Evening News, Express and Star, Evening Standard, Western Daily Press
- **Local newspapers**
  - Carmarthen Journal, Coventry Telegraph, Tamworth Herald, Lichfield Mercury, Islington Gazette, Bristol Post, Nottingham Post.....
- **Television**
  - BBC News regionals – Midlands Today, Spotlight, London, Look East, East Midlands Today.....
  - ITV News regionals – Central, Anglia, Granada, Yorkshire, West Country.....
  - Commercial – London Live, Notts TV, Bristol TV, Birmingham TV.....
- **Radio**
  - BBC regional / local– WM, Radio Stoke, Coventry and Warwickshire, Radio Bristol, Cornwall, Wiltshire, Radio London.....
  - Commercial – LBC, Heart, Free Radio.....
  - Community – Hillz FM, Bolton FM, Radio Plus, Big City Radio.....

## Local and regional media overview

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- Thousands of local and regional outlets out there.
- Four main types – print, radio, TV and online.
- Each has slightly different requirements to cover a story.
- Podcasts, blogs, community stations, niche magazines – plenty of opportunity to secure coverage.
- Whatever outlet you secure coverage in, it will end up online.

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## Local and regional media overview

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- Short staffed, under pressure and incredibly busy.
- Reporters need to produce 10 – 20 stories a day. Each also inundated with hundreds of emails and phone calls.
- Expected to know a little about everything. The reality can be different.
- Have a duty to be ‘balanced.’
- **Imagine you are a local reporter or editor. By 10am in the morning, you have 30 new emails in your inbox.**

**Which ones stand out and why?**



# Why were these stories published?

**CoventryLive** Happy Chinese New Year

NEWS ▾ IN YOUR AREA NUNEATON ▾ WHAT'S ON ▾ COVENTRY CITY FC WASPS RFC SPORT ▾ MORE ▾

News ▾ Coventry News ▾ Hillfields

## Refugee Week brings Cov's own World Cup to FarGo

This week will have art exhibitions, music, the city's own World Cup and two parties to bring together the diverse communities of Coventry.

**Advertiser** OSWESTRY & BORDER COUNTIES

News ▾ Jobs ▾ Sport ▾ Lifestyle ▾ Get Involved Announcements ▾ Today Eversion Local Businesses Education ▾

**News**

### Oswestry welcomes Syrian refugees at tea party

By Rebecca Lennard Reporter



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**Eastern Daily Press**

Home News Sport Business Going Out Features Your Town Opinions

Crime Politics Health Education Jobs Environment Tech Tourism Nostalgia Obituaries

Hot Topics : NORWICH CITY | OBITUARIES | HELP WITH OUR ARCHIVES |

**PLANT TO PLATE** £10,000 WORTH OF GARDENING EQUIPMENT TO BE WON FOR YOU

Video

### Schoolchildren discover their city's history of welcoming strangers

Bethany Whymark bethany.whymark@archant.co.uk @EDPBethany

PUBLISHED: 08:30 17 June 2019 | UPDATED: 08:30 17 June 2019



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### The Rugby author who helps refugees by sharing her own experience

19 June 2019



Julia Fuxman said she and her brother found it traumatic to leave behind their pet dog

A woman who fled the Soviet Union as a teenager says it has been cathartic to write books about her experience for modern-day refugee children.

During **national Refugee Week**, Julia Fuxman has been recalling what it is like being forced to leave your home.

**Top Stories**

- GP jailed for 90 sex assaults on patients
- Manish Shah is given three life sentences for assaulting 24 female patients - including a teenage girl
- Shamima Begum loses appeal over citizenship
- Phillip Schofield comes out as gay

**Features**

- 'My newborn son gave another baby life'

**PERSONAL**

## Ryad Alsous | How Bees Changed My Life As A Refugee

Ryad Alsous had to leave his 500 beehives behind when he fled Syria over fears for his safety as civil war descended under the hand of President Assad. Now, relocated in Huddersfield, Ryad has been able to gain a new lease of life with a beehive gifted to him and is now giving to refugees a token of hope by teaching them to have their own beehives, building the colonies of Britain's black bees.

By John Johnston  
07/09/2019 08:30am BST



## What do local reporters want?

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- Organisation holds event – not news! (usually.....)
- You need a 'hook' / story - one simple, short sentence
- ***'How would you explain it to your Grandma?'***
- Connect with the audience. Why are they going to read, listen or watch?
- Potential hooks
  - Human story
  - Connection with local community
  - Linked to a national news event
  - Well known person / organisation involvement or a unique /unexpected collaboration
  - Visually powerful



## Pitching

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- What is your aim?
- Do your research on the outlet or reporter you wish to approach.
- Simplicity, accuracy and punctuality are crucial.
- Tell your story in time. And follow it up.
- Avoid acronyms, jargon and complicated language e.g. ESOL versus learning English
- What is on offer? Interviews? Something great for photos or video?

## The press release

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- What does the journalist need to know to cover the story?
- Covers all the essential information – who, what, where, when, how and why?
- A headline – your hook – this is also your subject line if emailing e.g. NEWS: .....
- The most important info at the top - opening line / headline – the hook
- A quote – event organiser, someone directly involved
- Your offer / invite, who is available for interviews and photos
- Contact details – if interested – links for further information


# Interviews: Why are they important?

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## Interviews: Know your message.

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Key messages are  
the core messages  
you want  
your target audience  
to hear and remember  
-Catriona Pollard

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**Interviews: Confidence. You are the expert.**

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**Interviews: Keep it simple.**

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# Interviews: Connect with your audience 'paint a picture.'

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**Interviews: Prepare and practice.**

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the MORE  
YOU PRACTICE  
THE PRACTICE  
BETTER  
YOU GET

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## Interviews – other tips

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- Ask questions beforehand.
- Likely you won't get asked the perfect question.
- Can't print or use what you don't say. Stay in 'interview mode.'
- Make sure you're comfortable.
- Print versus broadcast.





# Storytelling. Why is it important?

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## Staying safe – things to consider.

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## Staying safe – boundaries.

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# The Refugee Week 2020 ambassador project

**HUFFPOST**  
NEWS POLITICS OPINION ENTERTAINMENT LIFE FINDS PARENTS VIDEO

Write With Confidence  
Grammarly's tone detector can help you identify the tone of your email before you hit Send Grammarly


**Osman Khalid**  
Former refugee from Pakistan, who was placed in immigration detention

**THE BLOG**

## In Immigration Detention I Couldn't Contribute To Society - Now I'm Out I Try To Remember Those Still Locked Up

Detention is terrifying and stressful, but when I got out I felt a quite physical guilt at the people I was leaving behind

18/06/2019 09:07 BST | Updated 22/06/2019 11:32 BST



My name is Osman and I came to the UK from Pakistan in 2007 on a study visa. In 2015, the Home Office locked me in what it calls an immigration removal centre. A removal centre – or detention centre as they are more commonly

**METRO** NEWS... BUT NOT AS Y

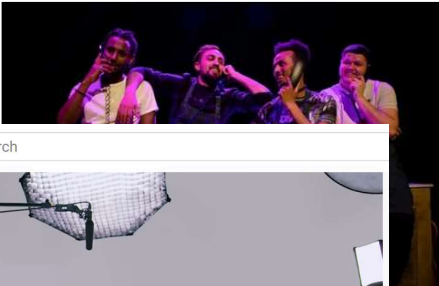
NEWS SPORT ENTERTAINMENT SOAPS LIFESTYLE PLATFORM VIDEO

UK WORLD WEIRD TECH

## I am a refugee and the stage is where I tell my story

**FIRST PERSON**  
Syed Haleem Najibi Monday 17 Jun 2019 2:51 pm

15 SHARES



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THE GAP

0:13 / 12:56

Old Immigrant Meets Young Immigrant | The Gap | LADBible

125,134 views • Premiered on 1 Dec 2019

4.2K 148 SHARE SAVE

LADbible 514K subscribers

SUBSCRIBE


**THE BLOG**

## When I Was An Asylum Seeker I Wasn't Allowed To Work. Here's Why That Must Change.

As if the cruel, hostile asylum process isn't enough, not being able to work for three years made me feel ashamed of myself. We deserve to be treated with humanity.

**Amina Kadogo**  
Refugee and business owner from DR Congo

19/06/2019 09:20 BST | Updated 19/06/2019 14:54 BST



YouTube GB

Search

THE WRIGHT STUFF

1:16 / 10:04

#wrightstuff

Syrian refugee describes life before and after moving to the UK

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## Any other business.....

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- Any questions?
- Media packs – released on Refugee Week website – 31<sup>st</sup> March 2020
  - Interview tips
  - Example press release and pitch
  - Press release template
  - Refugee Week information
- Stay in touch! - [niall.mann@imix.org.uk](mailto:niall.mann@imix.org.uk) / 07526 915978 / [www.imix.org.uk](http://www.imix.org.uk) / Twitter: @IMIX\_UK

