

Refugee Week 2022 (Healing)

Media Pitching

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@IMIX_UK

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Changing the conversation

Refugee Week coverage:



How refugees are leading the way in helping UK communities through the pandemic

Comment

EXCLUSIVE
Elisa Menendez
Tuesday 16 Jun 2020 12:48 pm



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What we will cover

- Public attitudes towards immigration
- Overview of local media
- Messaging basics – for any media or communications you do
- What journalists are like and what they want from you
- Getting a journalist's attention
- Things to consider: safeguarding and dealing with negative feedback



Please use the chat box to ask questions as we go along!

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Activity 1



What do you think is the 'most important issue' or 'issues' facing the UK?

<https://www.menti.com/erzxpaf1pg>

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Overview of local media



- 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.

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Why engage with the local media about your Refugee Week event?

- Educate and inform your local community
- Secure more attendees to your event
- Increase donations for a fundraiser or support for a campaign
- Shift public attitudes about refugees, challenge stereotypes and increase welcome and support for people seeking sanctuary
- Local media one of the most trusted news platforms to achieve all of these

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What journalists are like



- Journalists are incredibly busy, short staffed and under pressure.
- They're also expected to know a little about lots of different subjects.
- And they can differ / be biased in how they cover a particular topic.



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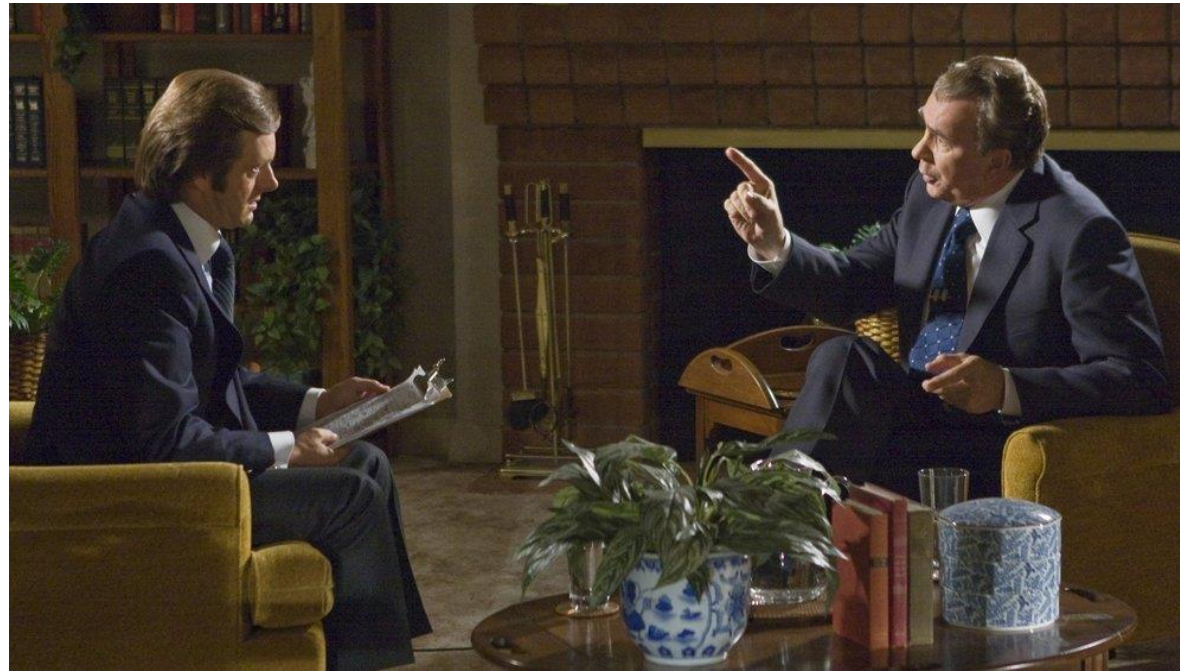
What a journalist wants vs what you want

A headline

A good storyteller

Things that will interest their audience

Easy to understand explanations



An important audience

A chance to get your message across

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Find the right journalist



May Bulman

Social Affairs Correspondent | @maybulman

May Bulman is The Independent's Social Affairs Correspondent. She won the Anti-Slavery Day award for Best News piece in both 2017 and 2019. She was shortlisted for the Specialist category in the British Journalism Awards 2019 and came runner up for Investigative Journalism in The Drum Online Media Awards for her refugee coverage in 2017. She has a particular interest in immigration, youth justice and homelessness.



Chris Stevenson

Editor, Voices

Chris is the Editor of Voices for The Independent. He started at the title in 2010 as a reporter, before working for The Independent on Sunday in the same role. In 2014 he was made Assistant Foreign Editor across The Independent, The Independent on Sunday and the i newspaper, before taking the job as International Editor in 2016. Having moved to New York, he ran the US office from 2018 before returning for a stint as Deputy Premium Editor ahead of taking his current role.



Jasmine Andersson

Jasmine Andersson reports on equalities. She gained a scholarship from the Journalism Diversity Fund to write about issues affecting LGBT+ people, working-class communities and women. She previously worked for The Bureau of Investigative Journalism and PinkNews, with work featured in The Guardian, VICE and The Independent.

🐦 [the__chez](#)



Patrick Maguire

EDITOR, THE TIMES RED BOX

🐦 [@patrickmaguire](#)

Patrick Maguire is Red Box editor for *The Times*. He is the co-author of *Left Out*, the authoritative history of Jeremy Corbyn's Labour Party.

Diane Taylor

Diane Taylor is a journalist who writes for the Guardian. She has a particular interest in human rights, racism and civil liberties





How to Pitch?

- ❖ Get the journalist's attention
- ❖ Provide a hook
- ❖ Make it easy to contact you

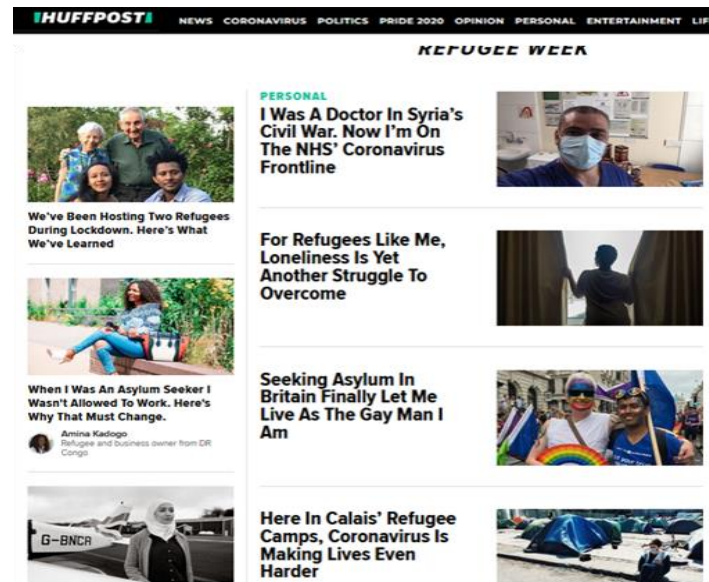


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How to put together a pitch?

- What is on offer? Interviews? Something exciting visually which can be filmed or photographed?
- Make your subject line a headline
- Ensure all the information they need is easily available.
- Follow up



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Staying safe when working with the media



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Staying safe - things to consider



- Any media you do will end up online – is this okay?
- Have a support network in place.
- Ensure online profiles are secure.
- Be pragmatic and realistic about any negative attention.

Express & Star

News

Local Hubs: Voices Crime Politics Business Education Health Features Envir
Wolverhampton > Bilston Bushbury Compton Fordhouses Heath Town Pendeford

Lockdown stress brings out creative side for mask maker

By James Vukmirovic | Wolverhampton | News | Published: Aug 15, 2020

The stresses and pressures of lockdown have inspired a sanctuary seeker to find a creative outlet.

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Desiree Lisuwo with some of the masks she has made during the coronavirus crisis with help from Wolverhampton City of Sanctuary

Desiree is sew happy to help out

The sewing machine hasn't stopped going since Desiree Lisuwo started making face masks to help in the fight against coronavirus.

The 57-year-old turned to making the fabric masks as a way of helping her cope with the stress of lockdown and she has now made nearly 100 of them.

Desiree left Cameroon in 2013 to seek asylum in the UK and has been attending weekly drop-in sessions held by City of Sanctuary in Wolverhampton – an organisation set up to support refugees and asylum seekers.

She said it was from attending these sessions and making friends at them that the idea came up of donating the masks she had made to other sanctuary members. After working with Kate Penman at

City of Sanctuary fabric was ordered and Desiree got to work.

She said: "Kate and I spoke about what we could do and we realised that we could actually help the people going to the drop-in sessions."

"It was also good to have the masks to give out because the shops were closed and it was difficult for people to find masks."

"It's my own contribution to help people during the Covid crisis, with all the dangers coming from things I've seen on the internet."

She has, so far, produced 98 masks for people at City of Sanctuary, using a sewing machine which was donated to the drop-in centre.

Maggie Harriet, a trustee at City of Sanctuary Wolverhampton, said the work Desiree was doing helped show the hidden talents a lot of people coming to the UK had.

Talents

She said: "We've got artists and musicians and people who you'd never guess their talents by looking at them, but they come out of their shells to show them."

"Desiree is a real leader and has shown that she has a positive side and wants to do something to help as many people as possible."



0:58 694.2K views

IMIX @IMIX_UK · 20 Aug

It's my own contribution to help people during the Covid crisis' Lovely story @jamesvukmirovic of a woman seeking sanctuary in Wolverhampton turning her #lockdown stress into creative mask-making @CityofSanctuary



Lockdown stress brings out creative side for mask maker

The stresses and pressures of lockdown have inspired a sanctuary seeker to find a creative outlet.

expressandstar.com

IMIX @IMIX_UK · 20 Aug

'You will do anything to get to safety' Listening to a powerful interview @BBC4today about crossing the sea to seek sanctuary @ahmadalrashid99. Crucial to hear the voices of those who have made these journeys

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IMIX Safeguarding checklist



IMIX safeguarding checklist

We want to make sure that everyone we introduce to journalists is comfortable about being interviewed. It's OK if you don't want to be asked about certain subjects or reveal certain personal details - we can explain that to a journalist in advance. If you can't show your face, we can work with you to find alternative ways to illustrate your story. The important thing is we have this discussion before the interview takes place, so it can be a positive experience for everyone.

* Required

1. Are you happy to speak to a journalist? *

- Yes
- No
- It depends on the publication

2. Do you understand what 'on the record' means? *

- Yes
- No
- Not sure - I'd like to discuss it further

3. Do you understand that once a media piece is published, it is not possible to take it down? *

- Yes
- No
- This changes how I feel about doing the interview

4. Do you understand you have a right to stop the interview at any point? *

- Yes
- No

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Activity2:

In breakout rooms with your colleagues discuss this scenario.

You come across with a musician from Iran who got invited to play at Cop26? How would you pitch it?

- When?
- Where?
- What?
- Why?



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Activity 2:



International event
happened in region

31st October 2021

Refugee musicians from Glasgow take centre stage at COP26



By Kirsteen Paterson | [@kapaterson](#)
Journalist



The New Scots band prepares to play at crunch UN climate summit

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Ad closed by Google

A group of musicians
with a connection to
local city

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Any Questions?

- Get in touch – media@imix.org.uk
- Tips to get media interest – on Refugee Week website after the conference
- Template press release – part of Organiser Pack, on Refugee Week website by end of March
- Refugee Week ambassador project – contact emily@counterpointsarts.org.uk



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