

Hold the Front Page! Getting Heard in the Media this Refugee Week

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What are your objectives when approaching the media?

- The objective is to convey a message.
- The core aim of Refugee Week is to focus on telling positive stories about the contribution that refugees make to the UK as a way of gradually trying to shift opinions.

Timing / When should you approach the media?

- The key question you have to ask is what do you want to achieve?
- If you want a report of your event then you will want to try and get a journalist to come along
- Local news generally doesn't have many reporters – however you have to have something special to encourage them to come along
- Advertise your event at least a week before the event
- If you are going to use a local newspaper to advertise your event then find out when their deadlines are so you can get your information in on time
- Tell people a long way in advance
- Think of sending diary notes out to people at least a month in advance and give people the chance to meet you
- Try and avoid having your event on the 23rd June as that is likely to be the date of the EU referendum

Essentials / What is a press release?

- A press release is nothing special, just an email with the key information
- Things to include: When is the release date? When can you start writing about it? Do you want people to write about it straight away or should they hold off until a particular date? What is your headline? What is the main content? Who, what, when, where, a quote, any statistics if you have any. Where can you find further information? Contact details
- The most important part is the main message and the headline as that is what the journalist really looks at
- Headline should be in the subject box of your email and in any tweet you send to the journalist

Different ways to talk about your event / Points that work and those that don't

- Having a conversation not a lecture
- Big numbers when talking about refugees don't help resonate people who are undecided. Start where people are and take them with you
- Myth busting does not work but positive stories do, and they fit in with what Refugee Week is about

A press release needs a quote

- Keep the quote short, punchy, lively, interesting, use human language
- If you are talking to local media or about a local story then keep it local

Giving interviews

- Prepare your key message before the interview – interviews go really quickly so remember to get your key messages in before the time runs out
- Personal stories are great
- Anticipate your questions before you go on air
- Remember to ask for consent to tell someone's story
- Remember most people are listening to the radio while doing something else so be lively to they are likely to remember you