

City of Sanctuary workshop

Media basics: Safeguarding and interviews

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@IMIX_UK

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Who we are



IMIX is creating a better conversation about our society; one which celebrates people who make the UK their home and helps us all live well together. A conversation of hope.

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What we do

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.

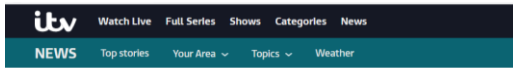
Amina Kadogo
Refugee and business owner from DR Congo

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



'Call out the lies': UK charities hit back over bids to blame refugees for housing crisis

Far-right harassment of asylum seekers and refugees in emergency accommodation comes as Home Office gears up for mass evictions



Syrian doctor tells ITV News he cannot get into the NHS to help fight coronavirus due to strict English exams

HEALTH | WORLD | CORONAVIRUS | SYRIA | Tuesday 31 March 2020, 5:11pm



Inside 'hellish' UK army camp used to house refugees where coronavirus is rife

The disused army barracks, in Folkestone, Kent, is supposed to be providing emergency accommodation for asylum seekers but conditions have been slammed with Covid running riot

By Ros Wynne Jones Real Britain columnist
21:04, 4 FEB 2021 | UPDATED: 21:14, 4 FEB 2021



NEWS SPORT ENTERTAINMENT SOAPS LIFESTYLE PLATFORM VIDEO MORE

As young Europeans living in the UK, we know the struggle for citizenship

Comment

FIRST PERSON
Dr Alexandra Bulat and Lara Parizotto Sunday 31 Jan 2021 1:00 pm

257 SHARES

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

Comment

EXCLUSIVE
Elisa Menendez Tuesday 16 Jun 2020 12:48 pm



WORLD POLITICS



25 Nov 2020

Home Office broke equality law over treatment of Windrush generation, watchdog



What we will cover

- How to respond to an interview request
- Preparing for an interview
 - General tips
 - Getting your message across
 - Safeguarding
- Different types of interview
- Answering questions

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



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**So you've been contacted by a journalist.
They want to interview you.**

What would you do next? What questions do you have?
How do you feel?

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Responding to an interview request

Ask lots of questions – including the deadline.

Discuss with your network.



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Questions to ask the journalist

- Is it a live or recorded interview?
- Why are they interested OR what is their angle?
- Is anyone else being interviewed or on the programme?
- What is their deadline?
- A rough idea of the things they'd like to ask?



And questions for yourself

- Do we know this journalist or media outlet?
- What is our aim? Will this help achieve it?
- Does this outlet reach an audience we want to connect with?
- What is the interviewee happy and not happy to speak about?



Responding to an interview request

Call back and confirm.

Be clear on what you agree on and set boundaries for questions in writing if these are required.

Successful interviews all about clear communication.

Fine to say no to an interview, but let the journalist know!

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Preparing for a media interview



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General tips

- Be confident. You are the expert!
- Know your aim.
- Ensure you will not be disturbed.
- Think about the questions you might be asked.
- And consider doing a 'practise' interview.

Getting your message across



- Keep it simple / no jargon – e.g. ESOL - remember who you are speaking to.
 - Imagine sitting down for a cup of tea with a friend who has no idea what you do. How would explain your issue to them?
- Humanise with the language you use e.g. Abdul the barber or father or people seeking sanctuary versus asylum seeker.

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Getting your message across

- Use shared values / emotions / history we all have in common e.g. *“During WW2, Coventry was bombed heavily during the blitz. Despite this, the people of this city offered sanctuary to families and people escaping persecution and war in Europe, something we all still take great pride in. So today...”*

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Getting your message across

Craft a story. Stories will always have more of an impact and engage audiences more than just facts.

They help to avoid sweeping generalisations and connect with audiences, versus something abstract.

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Getting your message across

- What do you want to achieve and how will you communicate this?
- We have a lot we want to say and very little time to say it.
- So we require key messages.



Getting your message across

- Write down your aim.
- Write down three key messages you wish to get across during your interview that will achieve this aim.
- All of this should be short, simple, clear and easy to understand for everyone.
- **And one should ensure you mention CoS!**

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Getting your message across

Example....

Option A: *“The Lift the Ban coalition is calling for the right to work for people seeking asylum, and their adult dependents, unconstrained by the shortage occupation list after six months of having lodged an asylum claim or further submission.”*

Option B: *“We’re asking the UK government to lift the ban on people seeking sanctuary and to give them the right to work.”*

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Getting your message across

- You need to ‘paint a picture’ – add to your key messages.
- Bring to life with relevant facts and figures to hand.
- Have “proof points” to hand – for example personal examples, anecdotes, local history or ‘case studies.’

Staying safe. Things to consider and setting boundaries.



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Safeguarding

- All about honest conversations.
- Weigh up the positives and negatives of conducting a media piece – for yourself, colleagues, family and friends.
- Be realistic and pragmatic about any negative attention.



Safeguarding

- Any media you do will end up online.
- Once a story is out there, it can not be taken down.



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Safeguarding

- Have you fully considered all the benefits and negatives?
- Have you checked what you are and are not happy to speak about – and agreed this in writing with the journalist?
- Does the piece need to be anonymous or change certain details?
- Ask for rough questions and talk through these, checking they are okay.
- Is the person being interviewed doing it for the right reasons?



Safeguarding

- Interviews can be very empowering with the right journalist, but they can also retrigger trauma with individuals also unhappy with how they are represented.
- Target specific journalists and take time to build relationships.
- Interviews shared on social media can attract trolls and negative comments.
- Newspaper websites may be able to turn off comments.
- Ultimately, regardless of preparation, you can not control the final story or comments.



Interviews with print media

- Print interviews can feel more relaxed.
- **Set a time limit – and stick to it.**
- **Never go ‘off the record.’ If you don’t say it, they can not print it.**
- Flag up any issues immediately.
- Can offer to check ‘facts’ – but do not ask for copy approval.



Interviews with radio

- You need to ‘paint a picture’ for the radio.
- **Do not read directly from notes.**
- Do not speak until spoken to – your microphone may be on.
- **Don’t do anything unguarded.**

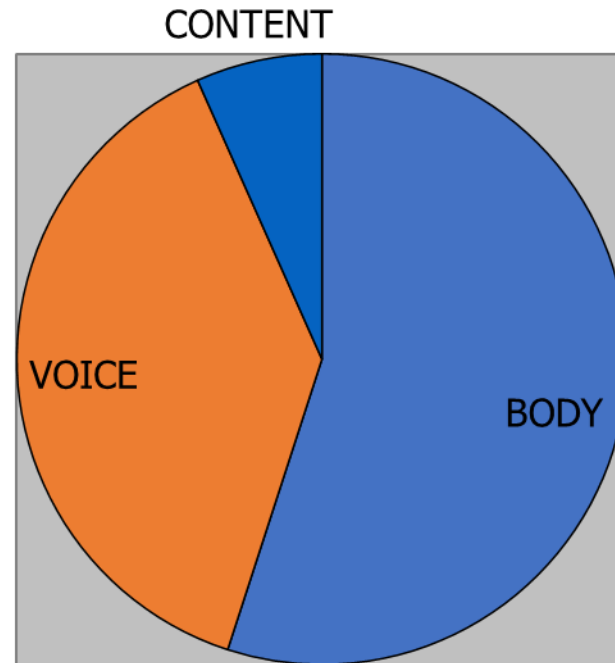


When conducting a TV interview, what do you think is most memorable to the audience?

- A. What you look like?
- B. What you sound like?
- C. What you say?

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Interviews with TV



- **Content 7%**
- **Voice 38%**
- **Body 55%**

Dr Albert Mehrabian
US Psychologist



Interviews with TV

- Avoid nodding at questions – you might disagree.
- Maintain eye contact – with the interviewer or camera.
- Dress appropriately – but don't feel uncomfortable.
- **Before and after – let the producer guide you.**



Responding to questions

Very likely you will not get asked the perfect question.

So how do we get across what we want to say?



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Responding to questions

We use a technique called 'bridging' – using a verbal 'bridge' to get our key messages across

A – acknowledge the question

B – bridging phrase

C – communicate your message



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Bridging examples

- “That’s an interesting question, but to put it into perspective...”
- “That’s a valid point, but what’s equally important is...”
- “You’re right to ask me that, but first let me say...”
- “That’s certainly been an issue in the past, however...”



Bridging examples

- “I don’t have the precise details about that, but what I do know is...”
- “That is a very common question / misconception, but to be put it into perspective...”
- “In my experience....” OR “From our experience...”



Bridging examples

Zooming in or Zooming out

- “I cannot talk about that particular case, but from a general perspective what we are seeing is...” (zoom out)
- “It’s too early to talk about a trend amongst charities, but our experience with City of Sanctuary is...” (zoom in)



Responding to questions

- You are not there to answer the journalists questions, but to get across your key messages
- Use each question as a route to achieve this, using the bridging technique
- Don't ignore – remember
 - Question = acknowledge + bridge + key message

Advice and support

- Head to our website: <https://imix.org.uk>
- Get in touch – media@imix.org.uk
- Join our daily media update mailing list: emily.jones@imix.org.uk
- Any questions?

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