Talking with journalists about migration

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A few of my stories:

How immigration policy forced a California family apart and disrupted their education

Radio story
Reunited

With DACA hopes dashed, California students look to Congress

How California schools can help undocumented middle and high schoolers receive legal aid

Challenges remain for undocumented students to tap financial aid

https://theworld.org/people/zaidee-stavely
How do I get story ideas?

Immigrants and families, students, etc.
Advocates
Researchers
Attorneys
People I already know
What is a reporter looking for?

- Stories, not topics
- Lose the wonky words (jargon)
- Tell your mom (or pretend to)
- What’s the big idea?
- Get personal
- Paint a picture
Exercise

Pitch your research

- Describe a big idea from your work in two to three sentences
- Your audience is the general public
1) List **three** questions that a reporter might ask about your research.
2) List **two** questions that connect your work to a current news story.
Group exercise

● Pair up: source/reporter
● “Reporter” reviews your five questions & considers the connected news story
● Set timer for six minutes
● Start interview
● Switch roles
How’d it go?
Being prepared
Which outlets? Which journalists?

- Type of outlet: Newspaper/Online, Magazine, TV, Radio, Podcast
- Who is their audience
- Read, listen, watch their stories
Build a relationship
Before an interview

- Ask questions
- You can say no (to all or any part)
- But if you agree to talk, it’s on the record...
- Unless you ask before sharing information if it can be off the record or on background, and the reporter agrees
Clarify the terms:

- **Off the record** If a reporter agrees to an off-the-record request, “the ethical thing to do is not report or even repeat that information. Off-the-record comments are supposed to remain strictly between the source and the reporter.”

- **On background** If a reporter agrees to information being “on background” it means the reporter can share that information (use it in their story), but not attribute it to any specific person.

Some questions to ask:

- What’s the focus?
- Who’s your audience?
- Pre-recorded or live?
- How much time should you expect?
- How will your words and voice appear? Format?
- When will it air/run?
After the interview

● Need to clarify/re-state? Do that.
● Don’t assume reporters will send the story.
● If you like the story, share it!
● Send feedback
Thank you!

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