

Media Training Playbook

How to empower people in migration situations to share their stories through safe, ethical, and impactful media training



Why this training?

At a time when migration narratives are often instrumentalised or dehumanised, this program offers a counter-narrative: one that centres lived experience and shared authorship.

People in migration situations often **lack the opportunity to share their life stories in public spaces**. As Alexandra Vepierre notes:

“People in migration situations are so often spoken about, but rarely given the space to speak for themselves, especially in public arenas. It’s not just about telling stories, it’s about who gets to tell them, and where. This program creates that space. It centres the voices of those who live through displacement, not as subjects of debate, but as storytellers with agency, nuance, and power.”

Their journeys are often complex, emotional, and shaped by trauma, and they may not feel equipped to share them in ways that are both **meaningful and safe**.

In this context, **civil society organisations and media actors** have a responsibility to create space for these voices. Organisations such as the **Red Cross, OCC**, or **Louie Media** can serve the **public interest** by:

- Supporting people to craft and share their stories,
- Ensuring emotional and ethical safeguards,
- And connecting those stories with broader audiences in respectful ways.

Who created the program?

This training was designed by three organisations bringing **complementary expertise**:

- **Louie Media** – journalistic storytelling and narrative formats (podcast, video)
- **OCC** – cultural mediation and support for migrant populations
- **French Red Cross** – on-the-ground social support and trusted community relationships






How does the training work?



Led by **Alexandra Vepierre**, a journalist specialised in multicultural storytelling and new media formats, the program blends **theory** and **hands-on practice**.

Core training elements:

-  **Technical skills** – filming, framing, and editing using accessible tools

-  **Message crafting** – structuring a story that fosters connection and understanding
-  **Avoiding simplification** – supporting expression without reducing identity to trauma (e.g., Afraa's episode)
-  **Distribution** – opportunities for podcasts to be shared through other media outlets

STEP 1: ALIGN ON WHY YOU'RE DOING THIS

Objective: Clearly define your "why" before launching.

This training is not just technical—it's about *amplifying underrepresented voices in safe, thoughtful ways*.

✓ Reunite with your team and ask yourself:

- Are we ready to engage with emotional, complex life stories?
- Do we have (or can we partner with) editorial and psychosocial expertise?
- Are we committed to avoiding extraction or essentialization?

STEP 2: BUILD A COMPLEMENTARY TEAM

3 types of actors are essential:

Role	Organization Type	Responsibility
Media expert	Podcast/media org	Design & deliver training
Community intermediary	NGO or grassroots org	Access, trust-building, coordination
Social support org	e.g., Red Cross, Caritas	Safeguarding, logistics, participant care

 Co-design the program, and clarify:

- Who leads on which task
- Legal & consent considerations
- Editorial and distribution plans

STEP 3: SELECT PARTICIPANTS CAREFULLY

Phase: Pre-selection interviews (1h)

Led by a trusted journalist or mediator.

✓ **Goals:**


- Understand motivation & emotional readiness
- Confirm language & translation needs
- Frame expectations (not everyone will be in the final podcast)

🎯 **Tip:** Over-select (e.g., 12 people for 6 slots) to manage no-shows or dropouts.

STEP 4: DESIGN THE TRAINING FORMAT

3-day format (can be adapted)

Day	Focus
1	Introduction to storytelling, trust-building, and media literacy
2	Hands-on recording practice, voice & presence
3	Story shaping, editing simulation, and feedback circle

 **Environment matters:** Choose cozy, safe spaces. Provide food/snacks and down time.



STEP 5: TRAINING MODULES


Module	Description
Storytelling	How to structure a personal story for public audiences
Voice & presence	Body language, tone, and pacing
Media formats	Podcast 101: what works, what to avoid
Technical skills	Record, frame and edit with a phone or simple software
Editorial ethics	What makes a story respectful, representative, powerful
Safe expression	Ground rules, informed consent, emotional support

 Professionals or the trainer can edit final recordings.



STEP 6: PRODUCTION + DISTRIBUTION

- **Record final stories** with trained participants (ideally 6)
- **Get consent in writing and voice**
- Translate if needed (both transcript + voice-over or subtitles)
- Pitch to podcast platforms or partner media

 Optional: Share a behind-the-scenes episode or host a live listening event with participants.



STEP 7: WRAP-UP + FOLLOW-UP

- Send participants a copy of their story
- Offer a feedback loop or a celebration gathering
- Ask if they'd like to be involved in future trainings as co-hosts or mentors

- Create a short post-training guide in their language



DOS & DON'TS SUMMARY



DO:

- Involve participants early and often
- Budget for interpretation + psychosocial support
- Create *informal* time in the agenda
- Be transparent about selection and visibility
- Adjust formats based on local context



DON'T:

- Launch open calls without follow-up support
- Assume everyone wants public exposure
- Oversimplify stories or aim for pity/emotion alone
- Treat this as a one-off: document learnings & share forward