

TheDream.US 2022 Storytelling & Communications Training Follow-Up: Tips for Engaging With the Media

Messaging

TheDream.US general messaging:

- **Belief:** We believe everyone, regardless of where they were born, should have equitable access to a college education, a meaningful career, and opportunities to contribute to the communities they call home.
- **Advocacy:** America is stronger when Dreamers have opportunities to succeed

Good messages to share when making the case for legislative action and opportunities for Dreamers:

- It's time to build on the successes of DACA to deliver permanent citizenship
- What's good for immigrant youth is good for all of America
- More than 3-in-4 Americans and majorities of all political parties support citizenship for DREAMers

Do's and Don'ts of sharing your story:

- **Do:** Emphasize shared values and future goals (“I will use my education to do X to help my community”)
- **Do:** Relate to your audience by highlighting personal journey and roots in the U.S. (when you came to the U.S., where you attended high school, even anecdotes of clubs/sports/activities)
- **Do:** If comfortable, highlight challenges of immigration status (financial aid, uncertainty of future, etc.)
- **Don't:** Use words that feed into an “us vs. them” framing
- **Don't:** Assume your audience is educated on terminology, such as “DACA” and “Dreamer,” and that they know what challenges immigrant youth face
- **Don't:** Feel like you have to be a legal or political expert -- focus on your story, goals, and journey

Media Interviews

Tips for Media Interviews:

- Plan and prepare your messaging and answers in advance
- Don't be afraid to lay out conditions in advance (through TheDream.US or directly with media) about what you are comfortable discussing/not discussing
- Be comfortable: know that many outlets may be okay with just your first name or alias “fake name”
- Know how to pivot: answer the questions YOU want to answer and know how to “pivot” away from questions you don't want to discuss

Keep in Mind

- We never want any Scholar to feel pressure to tell their story publicly
- Even if you occasionally want to tell your story and engage publicly, we always will respect things can change and take as a case-by-case basis
- Taking part or not taking part doesn't affect anything about your scholarship and support from us!

If you have any interest in sharing your story, please fill out our Google Form survey. Click [HERE](#)

Never hesitate to reach out with questions or updates:

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