



Building **PEACE** through Personal Experience

PRE-DELEGATION MEDIA AND OUTREACH RESEARCH

Prepare Before Your Trip to Get the Most Out of the Experience!

These important research tips are designed to help every Interfaith Peace-Builders delegate succeed in the crucial education and advocacy requirements of an IFPB delegation. Each member of the delegation is expected to utilize the in-depth learning of the delegation to further educate her/his community, advocate for activists she/he meets, and build the local movement for a just peace in Palestine/Israel.

Following the delegation, you will benefit from IFPB's unique *Education & Advocacy Program*. Completing media and outreach research in the weeks prior to the trip will ensure that you can hit the ground running to quickly and efficiently utilize your delegation experience in your own activism when you return.

Following the delegation, **you will benefit from a series of activism trainings, the first of which will focus on advocacy with your local media.** We will also consult with you on ways to follow-up from the delegation experience. Your participation in this work is important in obtaining coverage and raising awareness of the situation in Palestine/Israel.

The tips offered here will help you prepare a local media list, identify potential speaking venues in your community, and find voting statistics as well as contact information for your congressional representatives. **In IFPB's +15 years of delegation-based education and advocacy work, we have found that this preparation is indispensable to our delegates!** We hope that it will prove useful for you as well.

RESEARCH YOUR MEDIA:

Working with local and national media is an important part of Interfaith Peace-Builders' *Education & Advocacy Program*. Local speaking events usually reach a handful of people but print and broadcast media can reach thousands. Media coverage can also heighten interest on the issue in your local community, lead to greater speaking opportunities, and motivate others in your area to get involved in working for peace and justice in countless ways — from congressional activism to direct action to corporate engagement.

Following the delegation, IFPB staff will supply you with a template press release that you can use in your approach to media in your community. The first online training will also focus on Media Advocacy and Activism.

If you plan on working with your local media, please take some time to research the following information. *The more information you organize ahead of time, the easier it will be on return.*

What Media Information Do I Capture?

Gather names of editors, journalists, radio/tv hosts and producers. Include both email addresses and telephone numbers.

We have found **newspapers** and **radio** the most receptive to our outreach in the past. A rough rule of thumb is *the smaller your community, the easier it is to get media coverage*. Don't despair if you live in a big city, however. Even big city newspapers carry local news sections. And don't overlook neighborhood or suburban newspapers. Gather the following information:

- For **local newspapers** (*daily and weekly*) pay special attention to Managing Editors, City Editors, Community News Editors and Reporters, Faith and Religion Editors and Reporters, and Travel Editors and Reporters
- For **community, public and talk radio** stations, locate contact info for show hosts and producers - research specific shows that cover community news, political issues and/or feature interviews with local people.
- Along with local newspapers, **newsletters** published by religious institutions or other communities are often looking for material on the situation in Palestine/Israel.
- Don't ignore possible **TV** opportunities, especially local public access channels or an affiliate that you know often interviews people doing similar things.
- Include information about journalists you know personally or with whom you have been in contact—this **personal connection** often makes all the difference.
- Include journalists you may not know but whose work suggests they may have an **interest** in the Middle East, interfaith activities, or a delegation like ours.
- **Alumni newsletters** and mailings are often interested to hear what past graduates are doing — record information for a newsletter contact at your *alma mater*.

Where to Find Local Media Information:

You know your local media better than we do. Gather contact information for your local media outlets and record it in a text or excel document. Look in the following locations:

- **Most of the contact information for local print media can be found in the print versions available in your own community or on the newspaper's website** (look for a staff listing).
- **Capwiz is a great resource on the web:** <http://capwiz.com/yo-demo/dbq/media/> (*just type in your zip code and the site searches for all kinds of media near you - then follow links to the pages to get reporter and editor information*)
- **Google news in your community** and use the search results to navigate to the media outlets you know and use. Once you reach the websites look for “*Staff Listings*”; “*Contact Us*”; or “*About Us*” links.

RESEARCH LOCAL ORGANIZATIONS:

Interfaith Peace-Builders is expanding and strengthening our connections with other organizations working on similar issues in the region, so please include any information you have about organizations in your area. When you return from the Middle East, this is a great place to start with speeches and presentations about your experiences on the delegation!

- **List any organizations in your area, or on your campus, that have links or ties to Palestine/Israel**, the Middle East, or other connections to Interfaith Peace-Builders' work.
- **Don't forget about organizations that you don't normally consider to be activist groups.** Civic Clubs in your community may be a great place to start. Look up the local Rotary Club, Lions Club, Kiwanis, etc, as well as the World Affairs Council and other local international affairs clubs.

RESEARCH YOUR CONGRESSIONAL REPRESENTATIVES:

Do you know what congressional district you live in? Do you know the names and contact information for your Member of Congress' Foreign Policy Staff? Do you know where the local district office closest to your home is? Collecting this information prior to the trip will help you hit the ground running on your return. Here's what you should look up:

- **Find your congressional district** by typing in your home address at www.contactingthecongress.org
- **Find staff listings and contact information** for DC and local District offices at www.congress.org

Research your members' voting records by viewing the US Campaign For Palestinian Rights Congressional Report Card at: <https://uscpr.org/campaign/government-affairs/resources/114th-congressional-scorecard/>

Thank you for taking the time to gather this information. Your participation makes it much easier to provide support and resources to further your own activism and development as an activist and advocate!