



Interfaith Peace-Builders Activist Resources



TIPS FOR MEDIA ADVOCACY

A Media Activism Toolkit

*for Interfaith Peace-Builders Delegates
and Media Activists*

Additional Resources are available at www.ifpb.org/education/resources

Introduction

This guide is designed to help activists and alumnae of Interfaith Peace-Builders delegations arrange interviews and editorial board meetings, pursue media for speaking events and find resources for writing opinion/editorial Pieces and letters to the editor.

Advocacy with the media is one of the easiest and most effective ways individual citizens can support peace and equal rights in Palestine/Israel. Racism, structural inequities and corporate ownership of the mainstream media in North America makes it increasingly difficult to find honest and factual reporting on the Israeli-Palestinian conflict. First-hand witnesses to the situation on the ground in Israel/Palestine, such as IFPB delegates, are uniquely situated to bring an alternative voice. By telling their storied and those of the people they met on the delegation, IFPB delegates can bring to light the reality that does not often find the pages of North American newspapers or other media.

Media advocacy can take many forms. The tips below are drawn from IFPB’s own experience as well as resources compiled from experienced media consultant Peter Wirth of *GW Associates* and the activist organization *Palestine Media Watch*. More information is also available on their websites which we have included in the resource list at the end of this guide.

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Writing and Publishing Opinion/Editorial Pieces

One of the best ways to make your voice heard in the mainstream media is to submit an Opinion/Editorial (Op/Ed) piece to your local newspaper. Media Consultant Pete Wirth defines an Op/Ed as “a written expression of an individual's or group's opinion on a matter of public interest.”

An Op/Ed should be between 600 and 900 words and present a clear argument and/or convey a particular opinion. It should be tied to a **hook** – generally a current event, important date in history, or contribution to a continuing debate in your newspaper or local area, etc.

Newspaper editors select Op/Ed's based on interest to readers, quality of writing, originality of thought, timeliness, and freshness of viewpoint. Additionally, consideration is given to the number of articles already published on the topic, the strength of the argument and the writer's expertise on the issue.

Getting Your Op/Ed Published: Publishing an Op/Ed can be a longer process than getting an interview or editorial board meeting. Once you write and submit a finished Op/Ed, you need to follow-up as you would a Press Release. **Call the Editors of the paper until they acknowledge receipt of the piece, and give you a definite answer.**

You could also use Editorial Board Meetings as a time to introduce an Op/Ed. Don't be too pushy, remember that you are cultivating a relationship with the Editors. If your piece is rejected, ask for more information on why they chose not to run it and how you can improve your chances of having future writing published.

The Wayne County Outlook • December 23, 2008 15-C

Remembering my host family in Bethlehem

By WANDA DODSON

The Christmas season is a special time for us to remember and reflect on the birth of the Christ child in Bethlehem. From the scriptures and from choirs we hear the familiar refrain of “Glory to God in the highest, and on earth peace, good will towards men.” Yet, the message seems to be falling on deaf ears as more casualties from war and its associated destruction are reported daily from all corners of the earth. Even today in Bethlehem, families find little peace and good will.

As a member of the Interfaith Peace-Builders and American Friends Service Committee Delegation, I recently had the opportunity to stay the night with a Palestinian Christian family living in Shepherds' Field, near Bethlehem. The immediate family consists of Georgette, our hostess, Saliba, her husband and their adult son who is mentally challenged. Georgette is a retired high school history teacher and the sole economic supporter of her family. Saliba has a heart condition that has left him unable to work, and their son earns the equivalent of a few dollars per month in a special work program. Georgette participates in the Alternative Tourism Program, and the family, like

many other families around Bethlehem, has an olive wood workshop where religious figures are carved. Georgette says her life has never been easy, and I note that she appears to be tired and has a hint of sadness in her facial expression. For the past ten years, since the second Intifada, life has become more challenging with walls and checkpoints that keep them as well as other Palestinians confined to specific areas in the West Bank. A 30 feet high concrete wall encircles Bethlehem on three sides and blocks their way to Jerusalem, a mere six miles away.

When Saliba's heart condition worsened, he was taken to a hospital in Bethlehem, but the necessary medical expertise and facilities were not available and a transfer to a hospital in Jerusalem was recommended. Saliba could not be transferred until Georgette secured permission from the Israeli army for them to pass through the heavily guarded checkpoint. Georgette said she was fortunate to receive permission from Israeli authorities in time to get the necessary care which included a pacemaker for Saliba.

Many Palestinians, Christian and Muslim, wait for weeks and even years for permission from Israeli authorities and are often forced to take desperate

measures for their health and safety.

Thousands of Palestinians, particularly Christians, have found life unbearable in the Bethlehem area and have migrated to Europe, US, or other countries in hopes of a better life.

If it were not for Georgette participating in the Alternative Tourism Program and having an extended family around her, her family might be a statistic instead of a viable welcoming home. Saliba built the house in which they are living. They occupy the ground floor which has three bedrooms, a sitting-dining room, and a large kitchen. An older son and his family live upstairs.

Being a participant in the Alternative Tourism Program, one of the bedrooms is designated for guests and has an adjoining bathroom. Because of her limited income, Georgette qualified for financial assistance to adapt the room for guests. She acquired a loan to equip her kitchen and laundry. When guests were few, she struggled to repay her debt. She made jams from the fruits in her garden and did cross-stitch embroidery to sell to tourists.

The day of my visit, she had entertained five English women for lunch, and she prepared a traditional dish of stuffed cabbage leaves for

our dinner. Georgette emphasizes that her job is far greater than providing lodging and food to guests.

Her aim is to share her everyday life experiences with her guests, so we will carry the message back to our hometowns and cities. The more we can put a face and name to people in Palestine, Israel, or elsewhere, the better we can understand and love them as humans and friends.

As I reflect on Christmas 2008, I am thankful for having met Georgette and her family and am more optimistic for peace and good will on earth than in recent years.



Pictured is Wanda Dodson's host family.

As a participant of the Interfaith Peace-Builders' delegation to Israel and Palestine, we met with many people and organizations working for a just peace for all the peoples living in the Holy Land.

More than once, I heard people say, “What we need is to bring people together; we must learn to trust and love each other.” Didn't Jesus teach us to love one another? When will we learn? When will we learn?

Writing and Publishing Letters to the Editor

A relatively easy way to contribute to the media discourse is by writing Letters to the Editor. Letters should be short (100-150 words), simple and usually relevant to an article or ongoing debate in the paper of publication. Send the letter to the address given in your newspaper for “*Letters to the Editor*” and address it to the “*Letters Editor*”.

Focus on ONE point and make that point at the beginning of the letter. When referring to a specific item published in the newspaper, cite that item in your opening sentence. *Palestine Media Watch* references several other guidelines to follow:

- Explicitly indicate that you would like the letter to be considered for publication before the main text.
- If you are asserting facts, provide references below the letter.
- Provide your full name, home address, and a phone number you can be reached. If your daytime and evening phone numbers are different, provide both.
- Avoid needlessly harsh language, but don’t be afraid to be passionate. Hysteria will not help, but don’t be afraid to express your anger, as long as you stick to a point of substance.
- Think carefully about your wording. The terminology you use is important and can either reproduce or break-down stereotypes and common assumptions.

Here is a sample letter to the editor:

Dear letters editor:

In her article of January 4th, 2000 (“Violence has only strengthened settlers’ resolve”), Naomi Morris refers to Binyamin and Talia Kahane as “two prominent settlers”. While it is correct that the two slain Israelis were indeed “prominent settlers”, I found it strange that the writer failed to mention to her readers that Binyamin Kahane was in fact head of the Jewish Defense League, an organization committed to ridding Israel of all Arab presence.

Ms. Morris should trust her readers with the facts, all the facts, and only the facts, rather than suppress inconvenient bits and pieces.

[Full Name Here]

[Home Address Here]

[Daytime Phone number Here]

[Evening Phone number Here]

Arranging Editorial Board Meetings

In addition to direct interviews, **Editorial Board meetings are a crucial aspect of an effective media strategy.** An Editorial Board meeting is a closed meeting with one or more of a newspaper's editors. It is an opportunity for you to speak directly with the people in charge of editorial policy at your local paper. It is not unheard of for an editor to write an Editorial piece following a board meeting, however, it is more likely that they will use the meeting for their own background information when making editorial decisions.

Making an Appointment: To schedule an editorial board meeting, follow the same process for an interview detailed above. Editors are even harder to reach than reporters and receive even more volume of e-mail and phone messages. Therefore, you may also want to send your request for a meeting and your Press Release to Editorial Assistants or Assistant Editors.

Preparation: Preparation is key for a successful Editorial Board meeting. Prior to the meeting, do some research to find out how specific editors cover Israel/Palestine. Look at their past editorials or talk to people who may know them or discussed the issue in the past. Your paper's Editors may hold a variety of views on the subject. Decide what you want to focus on and lay-out talking points and facts that support your arguments. Call IFPB if you need advice or resources or want to discuss your meeting.

Content: During the meeting, focus on your experience and what you know. **Editors will most likely be interested in hearing about your first-hand experience and will want to hear about conditions on the ground at this time.** We recommend crafting your presentation around these considerations.

Prepare a 15-20 minute presentation, but be prepared for the editors to interrupt with questions. Editorial Boards can vary wildly – some will be content to sit quietly and take notes with limited questions, others will interject often and steer the discussion towards topics which interest them. It is important to state up-front that you are not a politician. You may not be comfortable answering certain questions and that is fine. **It is perfectly acceptable to decline to answer a question that you do not know the answer to.**

Leave Reading Materials: It is a good idea to leave editors with reading materials (fact sheets, important articles, maps, etc.). Ideally you should use materials that support your presentation and which you refer to during the course of your talk. Contact IFPB if you'd like advice on what resources you can bring.

Build a Relationship: Your Editorial Board Meeting is only the beginning of our work. An hour meeting is not going to change the mind of an editor or change the course of your paper's reporting on Israel/Palestine. **You should view the meeting as the beginning of a relationship.** Building a relationship with your editors allows you access to them when they publish facts that are wrong or if you wish to publish an Op/Ed piece or letter in the newspaper.

At the end of the meeting, ask if you could meet with them again in 3 months or so (if you work with an activist group, you may also wish to bring any guest speakers to meet with the Editorial Board).

Ask for the business cards of attendees before you leave, and supply them with your own business card.

View your task as a long term one. They need to understand that you will always be here. Be persistent but don't overdo follow-up e-mails or letters. One mail every few days should be your limit.

If you have trouble getting an editorial board meeting, bring a guest: Some newspapers, especially those in large media markets will not be eager to meet with you as an individual. If that is the case, try organizing a contingent of people from your community, including faith leaders and other notable community leaders. Better yet, if you have a guest speaker visiting from Palestine or Israel, this is the perfect time to make a major push for a board meeting. Editors should jump at the chance to hear from someone from the region.



ASSOCIATED PRESS

Palestinians rest in the rubble of their home in a devastated area of east Jebaliya recently.

Leaders should heed voices of peacemakers

The Israeli military attacks against the Gaza population have stopped for now. The siege and occupation, a form of collective punishment, remain.

To those who argue that illegal, brutal and excessive force is the only way to respond to Hamas, I lift up the voices of the Palestinian and Israeli peacemakers whom I met on an interfaith peace delegation to the region. It was their voices I heard above the drones, tanks and missiles exploding in Gaza communities.

Nomika and Erik, neighbors living in Migvan Kibbutz, between Sderot and Gaza, accompanied our delegation to a hill overlooking Gaza and pointed out the spy blimp, the wall, the fences and the military patrols surrounding the city. The friends told us of their fears and their flights with their children to reinforced structures in their homes when the rockets approach.



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food, hope, opportunity. We should not be surprised by the rockets."

I hear Bassam, a Palestinian, who had spent seven years in an Israeli prison for throwing stones at the military. While in prison, he connected with the Israeli guards as human beings and upon his release joined with former Israeli soldiers to co-found Combatants for Peace.

His commitment to peace is absolute. Our delegation visited him only months after he lost his 10-year-old daughter to an Israeli Defense Forces bullet. Struggling with emotion, he told us, "I chose nonviolence before her death. I have not changed. Peace is the only

to have us in their homes. They sat with us and talked excitedly about their plans to attend university. Haya, head covered, welcoming with a beautiful smile, ran and brought her book so she could read to us in English, explaining she was preparing for her English test the following day. When it came time to leave Jenin, I found it difficult to leave these young girls, on the verge of womanhood. I feared for their future, and I wondered whether they would ever attend university.

Now I fear for all the peacemakers and their friends, families and neighbors. Though the guns are now quiet, the borders are still blocked. The violence of the occupation and the threat of the rockets remain.

We are left to ask: Where will the violence end?

I suggest it will end where imagination begins:

- Where Hamas imagines a place

Arranging Interviews

Most people don't realize that obtaining interviews takes a lot of work. **An interview with the mainstream media usually takes 3-7 calls per reporter.** After your Press Release is sent out, be ready to make a series of follow-up calls to the media in your area. **Remember: follow-up on the press release should be immediate.**

Follow-up Calls: When you call a reporter, editor, talk show host or producer, you can assume that they will not have noticed your release. Media contacts receive hundreds of press releases every day and do not read most of them. That is why **your follow-up calls are essential.** Chances are, you will need to resend them the Press Release again. Specify the subject of the e-mail you are sending and send it as soon after the phone call as possible.

Messages: Many times you will not reach the media contact you are calling and will be asked to leave a voicemail message. If this is your first round of follow-up calls, it is a good idea to leave the message and re-send the release via e-mail (again, specify the subject of the e-mail in your voicemail message).

More Calls: One follow-up call will rarely be enough to land an interview. We suggest that you keep an updated contact sheet for each media contact you make. Record the date and result of every contact. Use these notes when you make the next call. Remind the media contact when the last time you spoke was and what he/she told you at that point. **Keep calling until you get a definite answer – either a Yes or a No – but don't be a nuisance.**

The Interview: Once you land an interview, IFPB staff can help you develop talking points or consult with you on interview strategies. *Just call us.* One immediate tip: we have noticed that many North American reporters prefer to focus on delegates' individual experiences at the expense of the facts on the ground in Israel/Palestine. **You may want to pay extra attention to bringing facts and stories that illustrate what you witnessed.**

Build a Relationship: Use your interview to build a relationship with the reporter/interviewer. To this end, you may also want to make small talk before or after the interview. Be friendly and ask the interviewer questions about their own interest in Israel/Palestine. **Relationships with reporters can open up many avenues for later media activism.** You can return to the reporter later for coverage of local events, a return trip to Israel/Palestine, or even other related issues. The reporter may even begin to use you as a resource in their own work. When an article is published, be sure to follow-up with the reporter to thank him/her and mention your interest in continuing the relationship.

Five Components of a Successful Interview

- 1. You don't need to be an expert.** You don't need to know the answer to every question. Stick to what you know and what you experienced. You are an expert in what you experienced.
- 2. Prepare Talking Points with the facts, information and stories you want to relay.** Talking points are short factual statements. See below for more on Talking Points. You may even want to type them out to give to the reporter for their article.
- 3.** If you need help researching Talking Points there are tons of **sources at www.ifpb.org.**
- 4. Reporters may focus solely on your personal involvement with the delegation.** Be aware of this possibility and, if necessary, be ready to re-focus the conversation on what you saw and heard in Israel/Palestine. We generally see two types of articles written – one focuses solely on the individual, the other brings in facts and information about what is happening in Israel/Palestine.
- 5. Follow-up on your interview by contacting the newspaper editor to request an Editorial Board Meeting.** Editorial Board meetings are the best way to influence your newspapers coverage of Israel/Palestine issues. They provide you with a one-on-one opportunity to speak with the editors.

What is a Talking Point?

A Talking Point is a short, factual statement that quickly and clearly relays an important fact or idea. Talking points should be short and focused. The best Talking Points can be explained in one - three sentences.

We suggest you come up with no more than 3-5 main Talking Points for use in your interviews. What you choose to focus on is up to you, but try to have 3-5 clear ideas to focus your interviews. This is even more important for radio or television interviews. However, for newspaper articles it is also important to give reporters short and easy quotes to use. Relay your talking point and then expand on it further in following statements. Here are some examples:

- *Israel's wall is built almost entirely on Palestinian land in the West Bank. Less than 20% of it falls on the internationally recognized border. If the wall is completed as currently planned, it will stretch more than 400 miles in length. In many places it is nearly 30 feet high, twice the height of the Berlin Wall.*
- *Israel receives \$2.75 billion of US Military aid each year and is by far the largest recipient of US aid. In 2008 a new ten-year agreement between the United States and Israel promised \$30 billion in U.S. military aid to Israel. This military aid package represents a 25% increase over the previous U.S. annual military aid appropriation. All this while the U.S. government argues that they are trying to make peace!*
- *Israeli society is not monolithic. There are many people who are working closely with Palestinians to end the occupation. We met many brave Israelis who are working for peace. It is important to recognize their work and raise up their voices.*
- *The siege of Gaza has had catastrophic humanitarian consequences. Millions of people are denied food, water, electricity and other basic necessities. The policy has resulted in 50% unemployment in Gaza and a poverty rate of 80%. We met with Israeli residents in the town of Sderot which has been hit by Palestinian mortars from Gaza. They told us that the siege on Gaza has not provided them with more security.*

Arranging Media for Your Events

Media contacts (particularly newspaper reporters) may be especially interested in reporting on speaking events where you or guests from Palestine/Israel speak. Therefore, additional contacts should be made to your media list prior to your presentations.

Re-write your Press Release: Draft a Press Release and **include the information about your event.** Include time, place, sponsors and any additional relevant information. Keep your release short and to the point.

Follow-up: As in any contacts with reporters, **follow-up is key.** The same call volume is needed in order to obtain media coverage for your speaking event. Contact IFPB for help here. We should be able to help make calls. Your local sponsors should also be able to work with you on this.

Return to Reporters you Worked With Previously: If a reporter did write an earlier article on your delegation, contact him/her directly when you do a speaking event. You now have a personal contact with him/her and it will be easier to raise interest a second time. That does not mean that you will not need to follow-up. Chances are that even your tried and true contacts will need a number of calls and e-mails before they take on the story.

Lifestyles
Daily Times
Saturday, May 17, 2008
Online at dailymtimes.com

Tearing down WALLS

"We take our freedoms so much for granted. We just hop in the car and go to Wal-Mart."
Ingrid Smith, Pekin resident

Pekin couple searches for Mideast's human dimension
By Art Green

PEKIN — For Gene and Ingrid Smith, their first trip to Israel planned the seeds for the second.

The religious pilgrimage last week in search of some of the social justice and historical backdrop. But steps of Jerusalem's Old City, a Jewish bar driver who was the second to go to the Temple Mount and the occasional glimpse of poverty left the Smiths with a feeling that there was more to learn.

"We have there was more to the story," said Ingrid's retired daughter at Pekin Hospital. "We women's views the reality of what people here to live with in human dimension. It was a wonderful trip, but we wanted to find out more about what's going on."

Ingrid Smith, who's been a nurse with a long career in health care, planned a second trip to Israel — which they refer to as Israel Palestine. Their second journey — a two-week trip that ended April 12 — was sponsored by Israel's Peace-Shielders and National Peace Foundation.

Anniversary
Israel is marking its 60th anniversary as a nation this year.

The two women's quest took at the time of Israeli and Palestinian who face a constant threat of war that the daily headlines of blood, poverty, travel restrictions, economic barriers and displaced families.

"It's a product of generations of conflict that occasionally erupts into open warfare and provocations that endure through the centuries."

It's a very complex situation.

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D10 Saturday, May 17, 2008

"It's harder to tear down walls than it is to build them."
Ingrid Smith, Pekin resident

Couple

Continued from page D1

One Palestinian man told the group that if he wants to go abroad, he must travel through Amman, Jordan, instead of Tel Aviv in Israel — that is, if he can get Israeli approval to go.

"He's 22 years old, and he's never been to the Dead Sea shore, just a short drive away," Gene said.

A Palestinian woman in Hebron must cross two or three checkpoints for a simple trip to the grocery store, he added.

"We take our freedoms so much for granted," Ingrid said. "We just hop in the car and go to Wal-Mart."

"People there want to have a normal life, a peaceful life, and take care of their families," she said.

At a hotel in the Palestinian area of East Jerusalem, the group met with some Jewish students from Hebrew University.

The university was nearby, but on the other side of the barriers.

"Some of the students admitted they were scared to be in East Jerusalem," Ingrid said. "They said if their parents knew where they were, they'd be upset. But we were walking around East Jerusalem, going to the ATM and going shopping without fear."

"There was never a time when we were fearful for our lives."

Other students — Palestinians — described the nuisance that travel restrictions cause in daily lives.

"They always expect to be late or miss class one or two days a week because they're held up at checkpoints," Gene said.

A Palestinian man told of an incident involving his 10-year-old daughter. She had paused on a sidewalk to reach into her backpack. Israeli soldiers fired rubber bullets at the girl, and she died.

The father kept in mind that while a small group of Israeli soldiers fired rubber bullets at his daughter, a much larger contingent of Israelis planted a garden in her honor.

The father said, "I have to work for peace because war hasn't worked."

In fact, the Smiths returned to Pekin believing that ordinary Israelis and Palestinians want peace but have lost faith that their leaders can bring it about.

On a busy street corner, the Smiths happened upon a silent protest of Israeli occupation of Palestinian territories.

A woman named Ruthie explained that the group called Women in Black has had a standing permit to hold that demonstration every Friday afternoon for 20 years. Israeli police keep a protective eye on the demonstration.

The Smiths joined in the protest.

"It was the first time we ever protested anything," Ingrid said.

Across the street, a man protested the Women in Black protest. He did so without a permit, and the police kept an eye on him as well.

At home in Pekin, the Smiths hope to share their new insights with church groups and civic organizations.

"Not everyone is going to agree, and we understand that," Gene said. "But we want people to do their own research."

"There's such an untold story about Israel-Palestine," Ingrid said. "We as Americans need to be better informed about what's going on. Our country has a big interest in that part of the world, and we need to know more about the human conditions there — regardless of our politics."

"It's harder to tear down walls than it is to build them."

Members of a protest group, Women in Black, hold up signs in Jerusalem on a busy street corner. The Smiths happened upon the silent protest of the Israeli occupation of Palestinian territories. A woman named Ruthie explained that the Women in Black has had a standing permit to hold that demonstration every Friday afternoon for 20 years. Israeli police keep a protective eye on the demonstration.

FOLLOW-UP CALLS: The Key to Successful Media Advocacy

If you are serious about getting an interview you will need to call your local media . . . *many times*. If you are persistent, your story will be impossible to ignore. Here are five things to remember about follow-up calls:

1. **You are calling to make sure they got the release and to pitch your story.** It is imperative that we make the calls ASAP, because this story will be done in about two weeks and our chances will be gone.
2. **You may have to call two, three or even four times** before you reach an actual editor or reporter.
3. **You want to keep calling** until your reporter/editor says “yes” or “no”
4. **After your interview, or if you don’t get an interview, ask for an editorial board meeting** (see the *Follow-Up Packet* for a description of an editorial board meeting).
5. **Have all the information in front of you** – know when the editor/reporter received your press release and be ready to re-send your release immediately.

PEACE VOYAGE
AREA PEACE ADVOCATES GO TO WASHINGTON
Concerns voiced on Israel-Palestine policy | A3

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Peace advocates pushing for change

Two area residents head to Washington, D.C., to voice concerns over Israel-Palestine policy

Submitted story

FREMONT — Two local peace advocates visited Ohio legislators in Washington, D.C., to urge change in U.S. policy regarding the Israel and Palestine conflict.

Josie Setzler, of Fremont, and Sr. Paulette Schroeder, of Tiffin, traveled to the national's capital Feb. 1-2 to visit Rep. Roberta Latta and Sens. George Voinovich and Sherrod Brown.

Setzler co-leads two area peace advocacy groups: People for Peace and Justice Sandusky County and Tiffin Area Pax Christi. Schroeder, a Tiffin Area Pax Christi member, works with Palestinians in the West Bank on a Christian Peacemaker Team. She is currently back in the States giving talks about her experience.

Setzler is making plans to join an Interfaith Peace-Builders delegation to Israel/Palestine in the fall.

They called on elected officials to open up humanitarian and commercial access to the Gaza Strip and investigate Israel's use of U.S. weapons during its recent invasion of the coastal Palestinian territory.

In their meetings at congressional offices, they urged the trio to take immediate action to relieve the humanitarian catastrophe faced in the Gaza Strip. They called for a comprehensive multi-lateral cease-fire and opening of Gaza's borders to free trade and commerce.

The meetings on Capitol Hill followed a Grassroots Advocacy Training sponsored by Interfaith Peace-Builders and the U.S. Campaign to End the Israeli Occupation. The training featured expert presentations and workshops focused on a variety of methods for achieving a just and equitable peace in Israel/Palestine.

Approximately 170 people from across the United States participated in the event and constituents organized nearly 70 meetings with the offices of representatives and senators from 26 states.

Script for Follow-up Calls

Reporter/Editor: Hello

You: Hello, my name is _____ and I am calling to follow-up on a press release you should have received on _____. The release details my trip to Israel/Palestine with Interfaith Peace-Builders. Did you receive the release?

Scenario 1

Reporter/Editor: I don't remember seeing it, can you resend it?

You: Yes, I will e-mail it to you right now. Look for it in your inbox in the next few minutes. The subject line will read "_____". Please take a close look. We met with Palestinians and Israelis who offered a fresh perspective on the situation there and the prospects for peace. I would love to share my observations with you and I think your readers would be interested in hearing this perspective.

Scenario 2

Reporter/Editor: I think I remember seeing it, but what is it about?

You: It details the trip I just returned from to Israel/Palestine. I was with a delegation that met with Palestinian and Israeli nonviolent organizers and civil society leaders. We met with Palestinians and Israelis who offered a fresh perspective on the situation there and the prospects for peace. I would love to share my observations with you and I think your readers would be interested in hearing this perspective. I will resend the release right now Look for it in your inbox in the next few minutes. The subject line will read "_____". Please take a close look.

Scenario 3

Editor: Yes I saw it and I think I assigned it to a reporter.

You: Can you tell me which reporter so that I can follow up with them directly? Also, would you be available for an Editorial Meeting? I would love to share my observations with you and your Editorial Board.

Scenario 4

Editor: yes I saw it, but it is not something we will cover now.

You: OK, could I request an editorial meeting with you and your editorial board? I would like to share some of my experiences and observations of the reality on the ground in Israel and Palestine. I think you would find it interesting and helpful for your coverage of the region.

Script for Voicemail:

You: Hello, my name is _____ and I am calling to follow-up on a press release which you should have received on _____. The release details my trip to Israel/Palestine with an Interfaith Peace-Builders delegation. I think you and your readers would be interested in some of the observations I have of the current reality on the ground, especially as the current situation has become more unstable. I will resend the press release now. Look for it with the subject line "_____." My phone number is _____. Please call me with any questions. Again my name is _____ and my phone number is _____.

List of Online Resources for Media Activism:

There are a great deal of resources for your media work available online. Here are a few web sites to get you started:

The Institute for Middle East Understanding: www.imeu.net

An organization providing journalists and editors with information on Palestine and Palestinians. Their Background Briefings can be used as fact sheets for Editorial Board Meetings or articles.

WRITE! for Justice, Human Rights and International Law in Palestine: <http://writetruth.org>

WRITE! provides a public service by monitoring the US Media and taking action to improve the way that the U.S. media reports news and information about the Israeli-Palestinian conflict, Israel's military occupation of Palestinian territories, and the question of Palestine. Write seeks to promote accurate, balanced and objective reporting on the Middle East in general and the Palestinian-Israeli conflict in particular.

The US Campaign to End the Israeli Occupation Media Resources:

www.endtheoccupation.org/article.php?list=type&type=257

The US Campaign's media resources provide opportunities for media advocacy and education. A coalition of over 200 local and national organizations in the US, the campaign's resources are widely used and disseminated.

GW Associates: www.peterwirth.net

Peter Wirth, of GW Associates, is a media consultant with a wealth of experience in media advocacy for activists and progressive causes. Pete's Media Guide includes resource sheets for a variety of advocacy techniques and is an essential resource and is available in full online.

Fairness and Accuracy in Reporting: www.fair.org

A broad media watchdog group focusing on many progressive issues in the US. Their Media Activism Kit is very useful.

Capwiz: <http://capwiz.com/yo-demo/dbq/media>

Find contact information for your local media with Capwiz's online database.

PeaceVoice: www.peacevoice.info

PeaceVoice is an important initiative based in Portland which maintains a lengthy database and email list of editors in mainly rural communities around the countries. Peace professionals can submit their op/eds to PeaceVoice who then distributes them to their list of editors. Many PeaceVoice op/eds have run in media markets that often do not hear progressive views.

Interfaith Peace-Builders' Activist Resources: www.ifpb.org/education/resources

This guide is available online with hotlinks to additional resources and tips. Other resources are also available including links to the latest information from Human Rights and Activist organizations in Palestine and Israel.

Interfaith Peace-Builders' Commitment to Movement Building

Interfaith Peace-Builders describes our work as “*delegation based education and advocacy.*” This phrase embodies our commitment to be more than just a delegation program. In fact, participants on IFPB delegations know that their on-the-ground experience is only the beginning.

While a delegation can be a deeply moving and transformational event, IFPB's primary work is here in communities across the United States and North America. Through delegation follow-up work, Grassroots Advocacy Trainings and other related programming, our **Education and Advocacy Program** promotes the continued engagement of our delegation participants and the growth of a comprehensive and diverse US-based movement for Israeli-Palestinian peace.

IFPB's Education and Advocacy Program prioritizes civic engagement, movement building and coalition organizing. All of Interfaith Peace-Builders' efforts have the ultimate goal of building a strong, comprehensive and diverse US-based movement for Israeli-Palestinian peace. To achieve this goal, IFPB works to develop the knowledge, understanding, skills and capacity of individuals and small groups through on-the-ground experience, ongoing education, activist skills training and support for grassroots organizing. A range of different strategies operating simultaneously is the key to successful movement building and IFPB materials and trainings are geared to promoting and supporting peace-building efforts on a variety of levels. Through Grassroots Advocacy Trainings, delegation follow-up work, and other programming, IFPB empowers our partners and constituents with the skills and experience needed to build a powerful and sustainable movement.

Our Media Advocacy Efforts

Interfaith Peace-Builders believes that individual citizens can be empowered to take constructive action in the pursuit of peace in the Middle East, an end to the Israeli occupation and a just resolution to the Israeli-Palestinian conflict.

A deepened personal understanding of the conflict is important, but it does not change the situation by itself. Our partner organizations in Palestine/Israel want us to have an impact on public and foreign policy. This continuing work after the delegation is the most vital component of our program in trying to reach a just, peaceable solution to the conflict.

We ask delegates to make a commitment to informing others when they return, in order to increase public awareness and advocacy in the US. The goal is to persuade others to take action, which will affect US public policy and funding as it relates to violence in the region.

This is an introductory guide and there are many more resources available. One important source is Fairness and Accuracy in Reporting whose *Media Activist Kit* is available on their website at www.fair.org.



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