

Relationship Building with Media & Messaging Tips

RELATIONSHIP BUILDING WITH MEDIA:

Building relationships with media makers is key to getting better media coverage. Here are some tips for starting and building those relationships:

When you read an article with good analysis or balanced coverage, write to the reporter to thank them. Tell them you liked their piece, compliment them on being fair and balanced, and offer to meet with them or be a resource for them for related stories.

Tweet at reporters to engage with them both with compliments (eg: thanks @X for your informative piece) or with gentle criticism (eg: @X your piece left out Y).

Have a 1:1 with a reporter/media maker. Present yourself as a resource, introduce JVP and our work, and come with a handful of story ideas to pitch. Research them in advance so you can tie it to their interests and their past coverage. Get feedback from them on how they want you to stay in touch and follow up with them regularly.

KEY THINGS TO ADDRESS IN MESSAGING, CONTENT AND TONE:

The JVP Organizational Voice:

JVP members have worked hard to develop a public voice that is justice-oriented, passionate, and credible. We strive to use language that unites rather than divides, and that affirms the common humanity of all people. Our voice is values-based, we speak from the heart and speak to other people's hearts with universality.

We do not tolerate racist, sexist, homophobic, anti-Arab or anti-Jewish language or imagery.

We do our best to avoid using hyperbolic or inflammatory language. At the same time, we are unapologetic about naming injustice when we see it, no matter who commits it. We also hold a measure of humility, keeping in mind we speak from the heart of empire.

If we use terms like "brutal" "immoral", or "illegal", we base them on supporting facts so that our audience can see that they describe realities.

We also acknowledge that telling the truth about especially sensitive issues like 1948 and the Nakba, or racism inside of Israel, may alienate some people. We should never let our fear of alienating others keep us from telling the truth.

We have developed this memory device to make sure we remember to include these elements in all key statements:

HARPI

H - Does it have heart and values?

A - Does it have a call to action?

R - Does it address the root of the issue?

P - Does it humanize/give voice to Palestinians?

I - Does it humanize/give voice to Israelis (without implying that the power relationship is equal)?