



# JEWISH VOICE FOR PEACE

*Advice, sample materials, talking points  
and tips for your chapter to maximize  
and amplify your work in the media.*

# MEDIA KIT

For more information go to [www.jvp.org](http://www.jvp.org)

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*With thoughtful planning, carefully crafted messaging, and constant relationship building, media advocacy can be an important tool for our advocacy work.*





# WHY DO MEDIA WORK? WHAT ROLE DOES MEDIA PLAY IN OUR WORK AS JVP MEMBERS AND CHAPTERS?

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## MEDIA HELPS US TO:

- Project and build our power
- Do story-based organizing to tell the “story of us:” who we are, what we do and why
- Create a frame that can speak to the ‘movable middle’
- Develop leadership skills
- Shape public opinion
- Create opportunities for action

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## WE CAN USE MEDIA TO:

- Do outreach (including social media)
- Create opportunities for base-building
- Mobilize allies and build coalition relationships
- Substantiate our arguments
- Put pressure on campaign targets to choose a side
- Put our opposition on the defensive
- Plug in members who needs new ways to be involved
- Communicate a campaign win
- Amplify the impact of our work



# Core Values

## **1. WE ARE INSPIRED BY JEWISH TRADITIONS OF SOCIAL JUSTICE.**

We are Jews and allies speaking out against injustice, according to Jewish values and following in the footsteps of Jewish social justice traditions. We have a double responsibility as Jews, and as American tax-payers, to speak out.

The mainstream Jewish community does not speak for us. We refuse to narrow-mindedly and short-sightedly only care about the welfare of our own people, and we choose to speak out against the Israel-right-or-wrong attitude of the Jewish American Establishment.

## **2. OUR WORK IS VALUES-BASED.**

We are for justice and universal human rights. Equality, dignity and self-determination for all peoples are the keys to peace for Israelis and Palestinians.

We are allies in the Palestinian struggle for freedom. We are leaders in the Jewish struggle for freedom from growing racism, fear, and hyper-nationalism that is moving us away from our core values of equality and justice.

## **3. WE SUPPORT THE SUSPENSION OF US MILITARY AID TO ISRAEL UNTIL IT ABIDES BY INTERNATIONAL LAW.**

The siege, assaults on Gaza, and the occupation would not be possible without unconditional financial and diplomatic support provided by the US, so any successful peace agreement requires a change in US foreign policy. Israel won't give up its power willingly, and must be pressured. It is our job to change these unjust policies and to oppose lobby groups like AIPAC who pressure policymakers into unconditional support for Israel while claiming, falsely, to speak for all Jews.

## **4. OUR POLITICAL ANALYSIS OF THE CONFLICT IS SHAPED BY ROOT CAUSES.**

Underlying conditions of occupation, displacement, siege and consistent human rights violations are at the center of the ongoing violence. To end violence - and truly mourn all its victims - we must acknowledge, and challenge the root causes beneath it. The occupation, with US military and financial support, is one root cause. So too is a decades-long history of displacement of Palestinians who constitute the world's largest and longest suffering refugee population. The daily structural violence of the occupation systematically denies the very humanity of Palestinians, while valuing Jewish lives at the expense of others.

## **5. WE SUPPORT NONVIOLENT RESISTANCE, INCLUDING BDS.**

We support Palestinian-led unarmed resistance, including the on-the-ground resistance in Palestinian villages, and the global Boycott, Divestment and Sanctions movement. We engage in targeted campaigns against corporations and institutions that uphold the occupation and that profit off of oppression.

## **6. WE ARE PART OF A BROADER MOVEMENT OF ALLIES.**

We are a national, grassroots, member-based organization. We partner, not only with Israeli and Palestinian peace activists, but with a diverse range of groups committed to a just peace—Christians, Muslims, Arab Americans, artists, academics, religious leaders, students, and more. We understand that our work for Palestinian rights is connected to other movements against racism and militarism, and we strive to do our work in solidarity with other struggles for justice.

## JEWISH VOICE FOR PEACE

# 8 Steps for Getting Media Coverage

### 1. CLARIFY GOALS AND MESSAGING

- What is the goal of the event? What do you want the headline to be?
- Who is the target audience? What outlets will reach that audience? What messages will resonate with that audience?
- Why is this newsworthy? What is unique, timely, creative, striking about your event?
- What are the 2-3 main messages do you want people to take away?

### 2. PLAN YOUR EVENT WITH THE MEDIA IN MIND

- Pick a location that is easily accessible for media, eg. downtown, near TV stations, etc.
- Time the event to fit into the news cycle. For print, events on Monday through Friday in the morning (11 am) are best as deadlines are usually early afternoon. Saturday can work, but newspapers have a more skeletal crew. For television, 6pm can be good for a live broadcast on the evening news. Otherwise, the day works.
- Design creative visuals, signs, props, costumes, theater, etc that reflect your core messages, and keep in mind your audience is seeing you through the media. So you want images that make sense when shown in a photo or for just a few seconds.
- Think ahead about counter-protestors. Sometime they actually make an event more newsworthy. Other times, they try to provoke you into yelling. Don't participate. And document with your own videocameras.

### 3. PREPARE MATERIALS

- Research and prepare a media list of key reporters in your area, those who follow your 'beat,' local TV and radio stations, community news, news desk, alternative news outlets, columnists, radio shows. Make a spreadsheet with emails, phone numbers, and twitter handles.
- For print dailies, make sure to send to the Metro Desk. For TV and radio, send to Assignment Editor.
- Write a media advisory to send it out before the event.
- Write a press release for after the event.

### 4. PREPARE A SOCIAL MEDIA STRATEGY

- Pick a hashtag and publicize it.
- Create a shareable image.
- Create an "ask" like an online petition for people to do.
- Alert JVP national in advance to retweet live.

# 8 Steps for Getting Media Coverage

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## 5. OUTREACH TO MEDIA

- Send out a BCC'd media advisory 2-3 days in advance, send personal emails to reporters you have a relationship with. Make follow up pitch calls morning after to key contacts.
- Follow up with phone calls the morning of the event, starting around 8 am for print (Metro Desk/Editor) and TV/radio (Assignment Editors).
- Get the event listed in the AP Daybook. Email the advisory and follow up with a phone call to make sure it is listed. Look on [www.ap.org](http://www.ap.org) for contact info for your local AP office. Major cities may have their own local version of the AP Daybook, like Bay City News service etc... This is a listing of daily newsworthy events that goes out to every media outlet in a region.

## 6. IDENTIFY ROLES AND PREP PEOPLE FOR THEIR TASKS

- Media point person: This person's contact info is on press materials and their job is to direct media to spokespeople (can be same person, but doesn't have to be), greet press who show up, give out materials, and get every reporter's contact info.
- Spokespeople: need to be prepped on talking points and should practice in advance.
- Photographer: prep them on what kind of images you want.
- Videographer: prep them on what shots you need.
- Live tweeter.

## 7. TALK TO THE PRESS

- Now you're ready to give interviews, dress appropriately, speak in sound-bites, stick to your talking points.
- Put the press release online, tweet it to key reporters, hand out paper versions to reporters who show up to the event.

## 8. FOLLOW UP

- Update press release to reflect what happens at the event, attach photo or video, and email to BCC'd list of reporters.
- Put your photos and video online, and share them widely.
- Post links to news coverage on Facebook and Twitter.
- Personally thank reporters who showed up and covered the event.
- Write and pitch an op-ed about why this event was important and why you got involved.

# Media Advisory

## MEDIA ADVISORY

Contact: [Names] [Phone] [Email]

### HEADLINE

### Subheadline

**WHAT:** A short paragraph with the most important info to grab the reader's attention.

**WHO:** Who is doing the event? Jewish Voice for Peace chapter, part of a national, grassroots movement etc...If you have coalition partners, include them.

**WHEN:** Date and Time

**WHERE:** Address and other relevant info

**WHY:** A short paragraph explaining why this event is important, fit it into the larger news landscape.

**PHOTO/VIDEO:** A brief phrase describing what the visuals will be like and any opportunities for documentation.

###

*Jewish Voice for Peace ([www.jewishvoiceforpeace.org](http://www.jewishvoiceforpeace.org)) is a national, grassroots organization inspired by Jewish tradition to work for a just and lasting peace according to principles of human rights, equality, and international law for all the people of Israel and Palestine. JVP has over 200,000 online supporters, over 60 chapters, a youth wing, a Rabbinic Council, an Artist Council, an Academic Advisory Council, and an Advisory Board made up of leading U.S. intellectuals and artists.*



# Press Release

**FOR IMMEDIATE RELEASE**

Date

Contact: [Names] [Phone] [Email]

**HEADLINE**

**Subheadline with a little more information**

City, ST (Month Day, Year)— Your most important information should be in the first paragraph (and least important information in the final paragraph). The opening sentence is the most important element in a press release where you should succinctly summarize what is being announced. The opening paragraph should clearly get the reader's attention through a strong hook while providing only the most important facts.

Second paragraph should provide further details about why the event is important and should include a quote from a participant or leader.

The third paragraph should provide further detail and explanation of paragraph one. If you didn't provide all 5 of the W's (who, what, when, where, and why), you should make sure all of those are clearly identified. Paragraphs should not be longer than 5 or 6 sentences and the entire press release should only contain 4-6 paragraphs.

Fourth paragraph can describe the event, include your messaging in the description. Can quote another person.

Last paragraph should be short can summarize why this is important. Your release can end with a call to action or what you want people to do.

###

[three number symbols indicates to the journalist that your release is complete]

[boiler plate] *Jewish Voice for Peace ([www.jewishvoiceforpeace.org](http://www.jewishvoiceforpeace.org)) is a national, grassroots organization inspired by Jewish tradition to work for a just and lasting peace according to principles of human rights, equality, and international law for all the people of Israel and Palestine. Jewish Voice for Peace has over 200,000 online supporters, over 60 chapters, a youth wing, a Rabbinic Council, an Artist Council, an Academic Advisory Council, and an Advisory Board made up of leading U.S. intellectuals and artists.*



# Speaking to Media & Staying Up on the News

### TIPS FOR SPEAKING WITH MEDIA:

- 1. Project confidence:** Maybe you don't know every fact, but you are more knowledgeable than the average person on this subject and are doing this work from the heart. Make that come through in your tone and attitude.
- 2. Don't speculate:** Don't be afraid to say that you don't know the answer to a question. In a newspaper interview, it's just fine to say you don't know, offer to find out, and then follow up. In a live on air interview, you can say "That's a good question, I'm not positive about X but what I do know is Y."
- 3. Speak in soundbites:** Your words will be put into a context you can't control, so keep your message short and simple.
- 4. Practice your core messages:** Know what your core messages are and stick to them.
- 5. Get your positive messages across:** Don't just answer the questions you were asked, say the key points you want to make. Redirect to your message with phrases like: "The question we should be asking is X...What is really important to remember is Y..."
- 6. Avoid rambling:** get straight to the point, and let the journalist ask follow up questions for you to expand on.
- 7. No backtracking:** Remember that anything you say in an interview could be quoted, so better to shy on the side of saying less rather than more. You can ask to speak off the record, or just as background, but only before the interview begins.
- 8. Be friendly:** Even if you know the reporter might not be welcoming to your political perspective.
- 9. Stories resonate:** Tell about a personal experience, use I-statements.
- 10. Relax,** and speak slowly!

### TIPS FOR STAYING UP ON THE NEWS:

- Sign up to get email newsletters delivered to your inbox.
- Download and listen to podcasts while in transit.
- Set up Google Alerts for key words (like "Israel," Palestine," "Jewish Voice for Peace" etc)
- Follow news sources on Twitter and Facebook. Create private lists of outlets and journalists to follow on Twitter.

# 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)?**



# Op-Eds & Letters to the Editor

### LETTERS TO THE EDITOR:

1. Make it timely and relevant.
2. Respond to an article, editorial or op-ed. Write in response immediately (think 24 hrs) after a piece is published. Be sure to mention the name of the article and the date it was published
3. Keep it short. Only try to get one message across. Usually 50-150 words.
4. Make it personal. Use I-statements, speak about personal experience, tell a story.
5. Make it local. Point to local involvement, local responses, or relevant local statistics.
6. Mention your credentials. Sign the letter with your affiliation.
7. Publications don't print letters that are part of a manufactured campaign. Make yours unique.
8. Stick to their submission guidelines, especially word count.

### SUBMITTING OP-EDS:

1. Research the publication to find a personal email address for the op-ed editor if possible, and also send to the generic email address.
2. Have an attention-getting subject line. "Op-Ed submission from X on Y issue."
3. Address the editor by name and include a 2-3 sentence coverletter explaining why they should publish your piece (its timely and unique because etc...). Include your credentials and a short (2-line) bio. Thank them.
4. Paste your article into the body of the email.
5. Follow up. Pick up the phone and call the editor after 24 hrs (depending on the urgency of the piece). Keep calling until you speak to someone who gives you a yes or no answer. If they tell you no, make the most of this opportunity to ask what they are looking for and what you should do next time.

### WRITING OP-EDS:

1. **Timing:** It doesn't have to be a perfect piece, but if yours is the first submission you have a much higher chance of being published.
2. **Stick to the guidelines and word limits.** Research what the publication accepts and follow their rules. Generally word limits are between 500 and 750 words.
3. **The first paragraph is the most important.** Make it timely, relevant, and personal. Follow a general argument flow:
  - o identify a problem
  - o make it personal
  - o bring in evidence to support your claims
  - o use social math, put statistics into comparisons that people can understand
  - o wrap it up to a solution, policy suggestion, or a call to action.

6. You can ask the editor to share the final piece with you before it runs, make sure you are comfortable with any edits.
7. Suggest a title. You may not have much control over the title, but your suggestion can help.
8. After your op-ed is published go ahead and send it to other publications who might want to repost it. Share it on social media and ask your friends to as well.
9. Thank the editor! You are developing a relationship. In smaller media markets you can even go in and introduce yourself to editors.



# Social Media Tips & Tricks

### JVP ONLINE VOICE AND TONE:

- JVP institutional voice is inspiring, courageous, truth-telling, humble, and approachable but not overly casual.
- We seek to have a moral clarity but we are not arrogant or snarky.

### CONTENT:

- The best of breaking news-from trustable news sources.
- Unique analysis from very trustworthy sources.
- Post images with faces to humanize people. Faces of JVP members, Faces of inspirational nonviolent resistance.
- Promote fellow JVP chapter actions and national JVP campaigns.
- When re-posting, we only use the most trusted sources, and when we do we read the story to make sure text is accurate
- Shareables: quotes, campaigns, viral content from other sites, tweets.
- Amplify Palestinian voices and the work our allies.
- Smart deployment of imagery is key. While the most graphic images are compelling and deserve to be witnessed, it is not always the most engaging/strategic.

### REACH MAXIMIZATION

- Post during peak social media times: eg. lunch time and late afternoon on weekdays.
- Facebook posts with the shortest descriptions are the most effective. While a pull quote from a shared article is great, a pithy (3 to 7 word) summary will often perform even better.

### TWITTER TIPS

- When **tweeting at a user**, put a period and space before their handle, or only users who follow you both will be able to see it. Example:  
“. @rabbibrant Thanks for the retweet. See more here: [bit.ly/xyz](http://bit.ly/xyz)”
- **#Hashtags** promote your tweets to those following the hashtag.
- **Live-tweeting** is a powerful tool to generate buzz about a real-time event, be it an action, lecture, conference, or developing situation. Before launching into a live-tweet period on your account, write a clarifying tweet:  
“*Tweeting from @RightofReturnConference all weekend. Next up: Remi Kanazi speaking.*”
- **During actions and protests**, tweeting what is said, what movement is taken, and what responses are is key. No need to tweet the boring content, but detailed coverage is priceless.
- **Capture images** as much as possible, both of JVP members doing things, the whole group, and the opposition.

### ENGAGING IN ARGUMENT AND DEBATE

The main JVP accounts are **never to get into flame wars**. Delete hate speech, but a rude but fair argument should not be deleted in an effort to make JVP's web presence look better. Rather, populate it with more comments and information so as to drown it out, or move it down the feed.

## JEWISH VOICE FOR PEACE

# How to use twitter to build relationships with allied groups, journalists and other influencers

*In general, it's good to have a twitter account that follows the 50-30-20 rule: at least 50% of your tweets should be content from others, around 30% should be content from your chapter's work, and up to 20% can be more personal. This may shift during high-profile moments for your chapter, such as during the week of an event when you may devote most of your tweeting to that activity, but should be a good general guide.*

### **50% FROM OTHERS CAN INCLUDE:**

- Relevant articles and blog posts about unfolding developments related to Israel/Palestine. You can follow JVP national's lead on this, but create your own tweets rather than retweeting.
- Tweeting about your partner organizations' events, campaigns, news stories, etc. It's great to retweet them, but even better to create your own tweets to amplify their work. They'll often even retweet you when you do so!
- Retweeting other people's content.

### **30% FROM JVP/YOUR CHAPTER CAN INCLUDE:**

- Articles, blog posts, petitions, and pictures about your chapter, its events and its campaigns. Remember to use the appropriate hashtags, and tag other people in them.
- Retweeting other people's tweets about your chapter, event, or campaign. Consider adding your own content to the retweet or quoted tweet, such as adding the appropriate hashtag or saying thank-you.
- National campaigns and action alerts, as well as articles that are about JVP more generally. Think about how you can give national campaigns a local twist.
- Supporting other chapters in their work.

### **(UP TO) 20% OF PERSONAL CONTENT:**

- For a chapter account, think about what may be helpful or relevant for your followers to know. If a chapter member is recognized or in the news for something positive but not necessarily directly related to JVP's work, for example, you could tweet something to celebrate. An occasional fun picture of chapter members together can highlight the community-building aspects of JVP, but should not dominate your account.

# Tips on Conducting an Editorial Board Meeting

*One of most powerful ways to influence decision makers and to gain the public's support on an issue is to win the editorial support of your local newspaper. Editorial Board meetings provide you with an opportunity to do just that. During these meetings, you'll have a chance to persuade your newspaper editor about the importance of your issue and why the newspaper's readers would be interested in your story. This can increase the likelihood of more coverage by the newspaper of your issue. Here are some tips on arranging a meeting:*

### **DETERMINE YOUR ANGLE**

Before you make the first call, decide how you will approach the issue. What will your angle be? While Israel and Palestine is a global issue, it's important to turn it into a local issue so have your pitch ready to go and have some data on hand in case the editor requests them.

How does it connect to US aid or the Presbyterian vote? What is your Congressperson's record? What is a local BDS campaign that has gotten attention? Do they have a documentable record of poor reporting? Do they only have quotes from the local Jewish Federation, and not convey perspectives of Jews who oppose occupation?

### **CALL THE EDITORIAL PAGE EDITOR OR START WITH A REPORTER YOU KNOW TO HELP YOU GET IN**

Briefly explain the issue and request a meeting. It can be stronger if you go in with partners—no more than 4 or 5 max, each prepared to speak very briefly. Palestinian, interfaith, student, Jewish religious partners, an academic-- can all be examples of strong representatives you want to go in with.

### **PREPARE FOR THE MEETING**

Study the issue, write down key facts and list your main points. Think through the local angle. Why should your community or the newspaper's readers, and the editor, care about this issue? It's helpful to familiarize yourself with the kinds of editorials and columns that appear

in the paper. This will give you insight into the paper's position on certain issues. Prepare handouts, such as fact sheets, maps and recent data.

### **PRESENT YOUR ISSUE**

The meeting will depend on the size of your newspaper's staff. You might meet with one editor, or several editorial writers and reporters. You will have about five to 10 minutes to state your case as persuasively as possible, after which you will be asked questions. If you do not know the answers, offer to find out and get back to the editor later.

### **LEAVE BEHIND HANDOUTS**

Leave behind some printed material reinforcing the points you have made.

### **FOLLOW UP**

After the meeting, send a note of thanks to the editor. If an editorial has not been published within a few days after your meeting, make a follow-up phone call to the editor. If the editor has decided to write on your issue, ask if the paper would print an op-ed or at least a letter to the editor submitted by you. Remember, that even if nothing gets printed, at least you have established yourself and your coalition as a source of information on Israel and Palestine in your community. (Adapted from APHA guide to editorial meetings)

# JVP Elevator Pitch

PROBLEM

SOLUTION

VALUES

ACTION

*When you have a short amount of time to present your work with JVP (either in an interview or in an outreach conversation) getting a quick elevator pitch down is really important. Start by framing the problem (using JVP's analysis, voice and tone), describing the solution (the ideal, end goal), appeal to people's values, and then articulate the action that needs to be taken (which can range depending on the situation from "end US aid to Israel" or "come to our next event").*

## SAMPLE JVP ELEVATOR PITCH:

I work with a group called Jewish Voice for Peace, grassroots organization inspired by Jewish values of social justice that works for a just and lasting peace according to principles of human rights, equality, and international law for all the people of Israel and Palestine. We believe that progress towards peace will only be possible when Israel is pressured to stop violating the basic rights of Palestinians and when the US support for Israel's abusive policies ends.

We support non violent Palestinian-led efforts on the ground and globally to pressure the Israeli government through boycott, divestment and sanctions, and we focus on changing public opinion in the US, and within American Jewish communities. Jewish Voice for Peace, JVP is the fastest growing Jewish organization in the US because we speak for growing numbers of Jews

religion or ethnicity—and who believe in the Jewish tradition of fairness and equality for all people.

If you feel the same the same way, I hope you'll join us! We are hosting an event next week about home demolitions in East Jerusalem with a brilliant guest speaker. It would be great to see you there!

## JVP'S BOILERPLATE (FOR USE ON PRESS MATERIALS AND IN ELEVATOR PITCHES):

Jewish Voice for Peace ([www.jewishvoiceforpeace.org](http://www.jewishvoiceforpeace.org)) is a national, grassroots organization inspired by Jewish tradition to work for a just and lasting peace according to principles of human rights, equality, and international law for all the people of Israel and Palestine. Jewish Voice for Peace has over 200,000 online supporters, over 60 chapters, a youth wing, a Rabbinic Council, an Artist Council, an Academic Advisory Council, and an Advisory Board made up of leading U.S. intellectuals and artists.

who oppose treating people differently because of

A person is seen from the back, wearing a black t-shirt with white text. They are also wearing a colorful, multi-strand beaded necklace. The background is a blurred crowd of people in an outdoor setting, possibly a protest or rally. The entire image has a greenish-yellow tint.

**ANOTHER JEW  
SUPPORTING  
DIVESTMENT**

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Jewish Voice for Peace

For more information go to [www.jvp.org](http://www.jvp.org)

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