



June, 2004

Media Monitoring

PREPARATION

Be informed. Read at least one newspaper a day, and two news magazines a week. Listen to the radio news, watch the network and cable news outlets. Get your news from a variety of sources in order to get a good feel for which media groups are promoting which views.

Cut out appropriate articles. Respond to them within a week and/or file immediately. Create a handy filing system so that you can look up background information easily.

LETTER WRITING TIPS

- ✍ Keep letters short or the editor will shorten them for you. Most publications won't print more than three paragraphs. The shorter the better.
- ✍ Back up strong statements with facts. Call the nearest Israeli consulate for information. You can also call the OU/IPA at (212)613-8124 and CAMERA at (617) 789-3672.
- ✍ Feel free to personalize the issue (put a human face to it), but don't get emotional.
- ✍ Avoid vitriol and extreme anger that removes the focus of the facts and undermines your credibility.
- ✍ Keep in mind that you are writing to correct fact and impression in an effective way. Instead of attacking the reporter's character, focus on his or her work. Point out the omissions or distortions. Appeal to his/her professional integrity. Work on beginning a dialogue with the journalist. A reply is more likely if you specifically request one and if you haven't insulted the journalist in your letter. One can be firm without being insulting.
- ✍ Call the publication a couple of days after you mail your letter. Speak to the person in charge of "Letters to the Editor" department, and ask if he/she will be printing it. If the editor says no, ask how you could do better next time. Simply showing sincerity and concern will sometimes prod the editor to print the letter

THE UNION OF ORTHODOX JEWISH CONGREGATIONS OF AMERICA
11 Broadway, NEW YORK, NY 10004
TEL: 212-563-4000 FAX: 212-564-9058 E-mail: ehrenber@ou.org

