



ADVOCACY GUIDELINE FOR UK

MPs Letters

We need people to write to the MP for their UK home address. To find out who this is and get the email address they need to enter their post code in this search engine: <http://www.parliament.uk/mps-lords-and-offices/mps/>

Suggested text is below but Israelis should also use their own words to describe impact of rockets on family and friends in Israel:

“Dear [insert name of MP],

I am writing as one of your constituents to express my support for Israel’s right to take military action to defend its civilians from Hamas terrorist rocket attacks from Gaza.

Israel is engaged in a rightful act of self-defence. It is taking every step possible to minimise civilian casualties. The goals are limited and defensive: to safeguard the civilians of Israel from rocket fire by crippling the terrorist infrastructure in Gaza and to restore Israel’s deterrent against future attacks.

No state can accept a situation in which its civilians are threatened by rockets fired indiscriminately against civilian areas. With normal life for Israeli civilians deteriorating rapidly, Israel has been forced to act.

It is clear that Hamas should not have been allowed to join the Palestinian Authority’s “Unity Government” as they continue to pursue terrorism rather than peace. The UK and EU were misguided in welcoming the formation of this government and should now call for Hamas to be removed from it.

I hope you will use your voice as my MP to show appropriate support for Israel in the face of terrorism. Please let me know if you agree with my stance on this issue. I would also ask you to let Foreign Office Ministers know my views.

Yours sincerely”

It would be helpful if we could send a copy of emails sent to MPs to Luke at luke@webelieveinIsrael.org.uk so he can monitor how many have gone to which MPs.

Letters to newspapers

Letters to the editor are an easy, quick way to share your opinions. A letter should remain short, focused, and only have one central point. You should also address a specific article, editorial, or op-ed in the newspaper and it is important to send the letter in by email as quickly as possible (preferably the same day the article appears in the newspaper). Each specific newspaper will have its own regulations, which you can usually find on their website, but you should expect to write a letter that is about 150 words long and to include your contact information for verification purposes.

Here are some quick tips:

- Keep it short and to the point
- Address a specific article, editorial, or op-ed
- Write and send the letter ASAP
- Follow the newspaper's specific letter to the editor regulations
- Letters from members of the public are more powerful than from those already known to have a political agenda
- Keep coming back when opponents pen a reply (readers love to follow a letters battle and expect a written challenge to be answered)
- Don't presume that people know things, particularly in regard to some of the jargon used in the Israel/Palestine conflict

Key email addresses:

The Guardian letters@guardian.co.uk

The Times letters@thetimes.co.uk

The Daily Telegraph dtletters@telegraph.co.uk

The Independent letters@independent.co.uk

The Daily Mail letters@dailymail.co.uk

Twitter debates to participate

Once you have a Twitter account set up (www.twitter.com) you can tweet your own thoughts on the conflict.

You can have an anonymous account if you prefer, but your comments will carry more weight if you tweet in your own name. Don't disclose personal details that might compromise your safety offline, such as your address or location.

Twitter hash-tags are a word or acronym, marked with a '#' symbol to mark a category or common discussion.

Search for and use these hashtags to find the debate on Twitter:

#gaza
#israel
#stoptherockets
#israelunderfire
#gazaunderattack

The final one is obviously predominantly used by opponents of Israel.

A simple way that you can help Israel's message using Twitter hashtags is to simply 'ReTweet' existing messages in such discussions. If a particular message in a hashtag discussion gets lots of Re-Tweets, then it stands a good chance of being listed as a 'Top Tweet', meaning it is at the top of the discussion, and seen by everyone who is watching that discussion.

So even if you don't feel like getting directly involved in a discussion, just Re-Tweet good messages you like from those who are involved, and you will have made a significant contribution.

Tips:

- Try not to get angry
- Ignore “trolls” – opponents of Israel who try to goad you by making outrageous statements - when you tweet using the #israel hashtag you are very likely to get unpleasant tweets back from “trolls”
- Don’t swear
- Don’t name call
- Don’t libel people
- “Don’t say anything you wouldn’t say to your Grandma’s face”
- Acknowledge and thank people who interact with you
- Pause before hitting send. Even deleted tweets may have been screen-grabbed and can be used to damage peoples’ careers years afterwards.

Radio Phone - ins

If you would like to make a comment on the radio the the main phone-in stations are:

Radio 5 Live (call 0500 909 693)

LBC 97.3FM (call 0845 60 60 973)

Tips:

- Remain Calm
- Write down beforehand your comment (maximum 3 point)
- Don’t say anything offensive

Complaints about biased coverage

You can complain about biased or offensive coverage using the following routes:

Print media

If you have a complaint about coverage you have seen in a newspaper or magazine, the first step is to email or write to the editor. If they do not respond within a week or if you are not satisfied with their response, you can consider making a complaint to the [Press Complaints Commission](#) (PCC).

The Press Complaints Commission is an independent body that deals with complaints about coverage in the printed media and their websites. The Commission produces a code of practice for print journalists setting down the standards of reporting they should adhere to. They can consider whether the media coverage in question is in breach of that code, and if so, take the complaint forward.

You will need to keep hold of a hard copy of the coverage to post to the PCC, or provide an image of the coverage you can send via email.

[Contact the PCC:](#)

Tel: 020 7831 0022

Halton House
20/23 Holborn
London EC1N 2JD

Television and radio

If you would like to make a complaint about something you've seen or heard on TV and radio, you can complain to the broadcaster directly or you can complain to the industry regulator, [Ofcom](#). Many broadcasters will have information on how to complain on their websites. If you have seen a TV or radio programme scheduled you want to complain about that hasn't been broadcast yet, you will need to complain to the broadcaster directly, as Ofcom only deals with complaints after a programme has been aired.

Contact Ofcom

Tel: 020 7981 3040 or 0300 123 3333

Or complain via their [website](http://www.ofcom.org.uk/complain/): <http://www.ofcom.org.uk/complain/>

BBC

If you want to praise or complain about BBC coverage:

<http://www.bbc.co.uk/complaints/>

Tel: 03700 100222

ITV

If you want to praise or complain about ITV coverage:

E-mail: dutyoffice@itv.com

Tel: 0844 881 4150

Channel 4:

Comment on Channel 4 programmes here: <http://www.channel4.com/4viewers/contact-us>

Five:

Comment on five programmes:

E-mail: customerservices@five.tv

Tel: 08457 050505 or 020 7421 7270

BSkyB:

How to comment on Sky programmes: <http://www.sky.com/helpcentre/complaints-code/>

For more information, please contact us by:

Phone: 020 8371 5272

Email: israeliforumtaskforce@gmail.com