MEDIA ACTION GUIDE Updated February 2021

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When you contact the media, please be civil and polite. Try to be concise if you write a letter-to-the-editor or call someone connected with a media outlet. Try to limit yourself to one or two topics. In addition to responding to something published, try to be proactive, such as a letter touting something good that Israel has done, or alerting the media about something terrible Israel’s enemies are doing. Ask that both types of things be covered. If any media are looking for sources of information, please refer them to Greater Philadelphia ZOA: 610-660-9466 or office@zoaphilly. Share this resource with others and encourage them to use it. Thank you in advance for your advocacy!

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