

RAISE the Profile: Media Toolkit



Despite the horrific scale of the violence in eastern Congo, and the grave consequences of the conflict, we rarely see it on television, we seldom hear about it on the radio, and we hardly ever read about it in the newspapers. Help us raise the public profile of the Congo conflict and its impact on women and girls.

Write a Letter to the Editor of a Newspaper

A letter to the editor is a credible way for you to express your opinion on a particular issue on which the newspaper reported.

Tips for writing a letter to the editor

- Respond the same day or not at all.
- Identify yourself and why you are qualified to comment.
- Keep it short.
- Make it punchy and sharp.
- Know the style and format of where you are sending your letter.

Write an Op-Ed for Your Local Newspaper

An op-ed is a great way to express your opinion in the editorial section of a newspaper. For example, check out: <http://www.crisisgroup.org/home/index.cfm?id=2348&l=1>

Tips to successfully write an op-ed

- Know the issue
- Write about something current—try not to take more than a day to write your op-ed

- Provide a clear point of view and provide solutions to your argument
- Be creative and feel free to write in a conversational tone—an op-ed is not news, it's an opinion
- Keep it between 600–750 words
- Write for the average reader—use clear language and do not assume that they know as much about the issue as you do
- Be accessible—provide your name, phone number and e-mail address
- Make sure to send your op-ed to one news source at a time—if your first choice does not accept it, then try another source

Blog About the Congo

Blogging is the most immediate way for you to speak out about an issue you care about. Add a post to your blog, or a comment on a friend's, dedicated to protecting and empowering Congolese women and girls. The next time you see a story that addresses sexual violence or what is happening in the Democratic Republic of the Congo, consider going online and posting a comment. Check back to see what others are saying, and stay involved in the conversation. For an example, check out: <http://thinkprogress.org/workroom/2008/06/19/sexual-violence-threat/>

Tips for Writing a Blog Post

- Links are great—include links that may help the reader learn more about what you are writing about
- Your opinion is key in a blog post—be expressive!
- Less is more—Don't write too much to the point where you may lose your reader
- Edit! Make sure you proofread and edit before you post

Notify the Media About Your Event

If you plan on holding an event or gathering to raise awareness about the crisis in eastern Congo, a media advisory is a great tool for alerting the media about it. Media advisories are generally one page in length and should be sent out about 10 days prior the event.

SAMPLE MEDIA ADVISORY

MEDIA ADVISORY

Today's Date

FOR IMMEDIATE RELEASE CONTACT: Your Name, Today's Date, Your Phone Number

WHEN:

WHERE:

WHO:

WHAT:

WHY:

Another useful tool for your upcoming event is a fact sheet.

SAMPLE FACT SHEET

MEDIA CONTACT: Name, Title

Day Phone

Evening Phone

E-mail Address

TITLE FACT SHEET

Description:

Objective:

History:

Students:

Demographics:

Education:

Honors:

Director:

Location:

Web site:

Phone:

For more information:
www.raisehopeforcongo.org

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