

Concerned about Canadian Media's reporting (or lack thereof) of events in Palestine and Israel  
But feeling unsure of what to do about it? Or like a voice on your own?

## Join the UNJPPI Media Watch & Response

By educating the media, we are also educating the public. More accurate and fair reporting about the issues in Palestine-Israel is essential to public understanding. By naming the concerns, we show the media we are paying attention and holding them accountable for what they report.

It was for these reasons, that over the last few months, individuals have joined together to monitor the Canadian media through UNJPPI's Media Watch Campaign. This has given us some insight into not just national coverage but also local coverage across the country. It also led to a network of like-minded organizations working together so our work is not duplicated and we can be more effective.

### You can get involved:

1. Join the UNJPPI Media Watch Facebook Group: and get an understanding of media across the country, as well as to contribute articles you find. The group encourages each other in writing responses. We are using our learnings from this pilot to inform our next steps. You could join this group, by contacting Karen Rodman [krodman@wightman.ca](mailto:krodman@wightman.ca).
2. Not a Facebook user but want to write letters. No problem. CJPME (Canadians for Justice and Peace in the Middle East) will have their updated platform launching shortly. This will be a robust way for liked minded people and organizations across the country to come together in media response. Let Karen know if you want more information.
3. For now, whether you join with the pilot Facebook group or not, we encourage you to simply continue with the media you normally read/watch and if you find an article about Israel and/or Palestine consider using these excellent resources from CJPME:
  - **Not sure what to consider?** See CJPME's "Things to Consider When Reviewing Articles" [http://www.cjpme.org/mc\\_concerns](http://www.cjpme.org/mc_concerns)
  - **Not sure where to begin to write an effective letter?** See CJPME's "How to Write Effective Letters to the Editor" [http://www.cjpme.org/mc\\_letter\\_pointers](http://www.cjpme.org/mc_letter_pointers)
  - **Not sure about the terms, but you know they are important.** See CJPME's "Lexicon" [http://www.cjpme.org/mc\\_lexicon](http://www.cjpme.org/mc_lexicon)
  - Check out Terry Greenberg's critique of CBC online media **Weaponized Words** <http://www.weaponizedwords.com/>
4. We also are looking at other ways to provide support and training over the coming months, such as:
  - We hope to find people who have experience in getting letters successfully published in media, who are willing to "buddy" with others who would appreciate a mentor.
  - Provide forums for training and idea sharing.
  - Work on special projects with like-minded organizations and individuals.

If you are interested in being a buddy or being mentored, or other projects contact Karen Rodman at [krodman@wightman.ca](mailto:krodman@wightman.ca).