



Media Tip Sheet – *How to Conduct Media Outreach*

Thank you for participating in the Flags of Fellowship campaign and helping us remember the victims, honor the heroes, pray for the missing, and highlight the unwavering unity of Christians in support of Israel and the Jewish people as we mark the first anniversary of the October 7th attacks.

With your help, our goal is to draw national and local media attention to this campaign, and we hope this tip sheet is helpful in your outreach efforts! Please reach out to Press@ifcj.org for any questions or support.

Before Your Event – Invite & Prepare

Invite media to attend and cover your event

Consider and include a range of media outlets

Include media outlets such as newspapers, magazines, websites, TV and radio stations, as well as Spanish-language affiliates (if applicable)

Prepare for media interviews – 4 media talking points

What is the Flags of Fellowship campaign

An opportunity for churches and Christian leaders to unite in their faith and support for Israel and the Jewish people

The goal of this event for your community

It's a declaration to your community, to Israel, and the world that you and your church will bravely choose life; that you will be God's agent of light to help illuminate the world with God's love and justice by:

Standing with and for Israel, honoring the fallen victims of war and terror, and **Praying** for the day when the swords of warfare will be traded for plowshares of peace

Why your church joined the Flags of Fellowship campaign

To show solidarity by planting a field of Flags of Fellowship to represent the 1,200 lives lost on October 7th, 2023

Why Christians in your community should support Israel and the Jewish people right now

Biblical mandate – Genesis 12:3, *"I will bless those who bless you"*

4 Interview Techniques & Best Practices

Technique	When and why to use it	Examples of how it's used
Bridging	Move from what the reporter wants to discuss to what you want to discuss	"Yes, and in addition to that..." "No, let me explain..." "I don't know about that, but what I do know is..."
Flagging	Emphasize what you want the reporter to highlight...the one thing you want them to print or broadcast most	"The most important point to remember is..."
Hooking	Influence the next question they ask by ending your message with a statement that requires a follow-up question	"That's only one of the activities involved with the program."
Repetition	The more often you say something, the more important it becomes	"I know I sound like a broken record, but..." "Look, what's really important here is..."