

EVERYBODY FREEZE!

The Art of Public Demonstrations for Palestine on College Campuses

“Power concedes nothing without a demand” - Frederick Douglas

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INTRODUCTION

Israel's 51-day assault on Gaza in July and August 2014 was a turning point for the global movement to end Israel's occupation of Palestine. Images of bodies in the streets of the Shuja'iyya neighborhood of Gaza City and of terrified children enraged the world and turned bystanders into activists. Hundreds of thousands of people took to the streets around the globe to protest Israel's violations of human rights. As masses demanded their governments take action to stop Israel and hold it accountable, the modes of demonstrations became more urgent and creative. Student groups and community organizations from London to Johannesburg and from Los Angeles to New Delhi, engaged in one of the most powerful forms of collective expression — protest. Those in power cannot ignore the deafening screams of the enraged public for much longer. The movement is growing larger and demanding to be heard with one main message: END THE OCCUPATION NOW! END THE SIEGE ON GAZA NOW!

For that reason, American Muslims for Palestine (AMP), a national education and advocacy organization, has developed this activism handbook that can be utilized easily by student groups seeking creative ways to engage their campus communities on Palestine.

“Every step toward the goal of justice requires sacrifice, suffering and struggle; the tireless exertions and passionate concern of dedicated individuals.” - Martin Luther King Jr.

Truly, the suffering, struggle, passionate concern and tireless exertions of dedicated student activists across the country have become a real threat to the Israeli war machine by its own admonition. In order to be more effective in organizing public demonstrations for the noble and just cause of Palestine, it's important to be well prepared and organized.

PART I

3 ... 2 ... 1 ... ACTION - GET ORGANIZED!

A Short Guide to Implementing Public Demonstrations

IDENTIFY GOALS AND OBJECTIONS

Before your demonstration, ask yourselves the following questions:

- * What do you want people who see the demonstration to learn?
- * What do you want them to do?
- * What objective do you want to reach and how will you reach them?

Answering these questions before your event is extremely important, as the answers will determine your main course of action. Do you just want people to see how many children died in Gaza? Or do you want them also to sign a petition to university administrators demanding divestment from companies complicit in the occupation of Palestine? It's important to determine your goals and outcomes before putting together a demonstration so your actions are focused and messaging is clear.

MOBILIZE A GROUP OF DEDICATED AND TRUSTWORTHY STUDENTS

For any given demonstration, you will need at least two to four core organizers. You should have a point person dedicated to these areas: outreach, media, chants, action items, and support/legal observers.

Make sure someone collects the basic contact info of everyone attending the demonstration.



CREATE VISUALS

Most effective public demonstrations require some type of visual that describes or illustrates who is doing the action and why.

Banners: For example, a die-in with people laying all over the campus grounds is useless without someone holding a sign notifying people what it's about. Rallies and marches should be led off by a lengthy banner that includes the 'ask' (End the Siege on Gaza now!) and the logos of supporting organizations, if appropriate.

Posters: Visuals should include stats, images, and clear language about the reason for the demonstration. Avoid images and languages that will be rejected by the average American public. The purpose is to target people who are largely unaware of what is happening in Palestine with their language and being mindful of their sensibilities. For instance, the average American will reject bloody pictures and inflammatory language as being not credible and they will consider you a fringe group instead of as people with a thoughtful message.

Concentrate always on international law and human rights and do not, under any circumstances, compare Israeli policies to the Holocaust or Nazi Germany as that will only detract from your message.



MEDIA KIT

There's a saying that goes: No media, no event. In other words, if no one outside of some bystanders knows sees you or hears your message, you might as well have stayed home. *Media outreach before, during and after an event is crucial.*

Media will be handled later in this handbook. For now, this is how to prepare media outreach for an event.

* **Media advisory** – this is a 'save the date' announcement. Send it about four days before the event. Send it again two days before the event and the morning of the event.

* **Calling** – Even at small outlets, your release may not make it to the intended target. Calling by 7 a.m. the morning of the event is extremely important to make sure you get on the schedule for that day's coverage.

* **Press release** – This is a longer statement that should include the 5 W's – Where, What, Why, When, and How (Yes, we know it's an 'H' and not a 'W'.) This can also include historical background information, and the list of organizational sponsors.

* **Messaging and talking points** – These are extremely important and should be agreed upon well before the event and then distributed to volunteers who may be approached by the media. Everyone should stay on these talking points at all times.

* **Media spokesperson** – It is crucial to have a professional, even-tempered person as the media contact.



That person must make himself or herself available at all times. Journalists are crunched for time. If you don't pick up or return a call in under five minutes, they will move on to someone else and you've lost your chance to get your narrative out there.

MATERIALS

You will need certain materials for your actions such as markers, megaphones, signs, tape, etc., and in most actions you will also need materials to distribute to the public. The American Muslims for Palestine has developed high-quality, credible educational materials, which are available free of charge to your student group. Please contact info@ampal.org to get a shipment or visit www.ampal.org and download our publications.

PERMITS

Sometimes campus administrators place restrictions on the time and place of demonstrations. Although we generally don't agree that these restrictions should be present, we do acknowledge that some actions require notifying school administrators prior to the action or demonstration. Contact your Student Affairs or Student Organizations representative to communicate your plans. Most demonstrations should not require any type of permit, but in order to protect your student group from possible penalties or punishments, communication is important. If a permit is required for any type of action, make sure to apply for it well in advance so that you can deal with any problems that may occur without disrupting your original plans.

GET LEGAL SUPPORT

When engaging in public demonstrations, organizers must always be prepared for backlash. Sometimes police, administrators or the opposition can violate your rights as individuals or as a student group. For that reason, it's important to have some legal observers at your demonstration or action.

Luckily, a group of dedicated organizations including the Center for Constitutional Rights and AMP established the Palestine Solidarity Legal Support network to help Palestine solidarity groups deal with legal issues and challenges to their rights. It is a good idea to reach out to them before your event to make them aware of your plans. They can provide guidance as to what is and isn't legally acceptable. They are also expert at dealing with pushback from university administrations. For more information or inquiry please contact info@palestinelegalsupport.org or call 312.212.0448.

You can also reach out to your local National Lawyer's Guild or American Civil Liberties Union Chapters for some help with legal observers. Local Muslim civil rights organizations like Council on American-Islamic Relations (CAIR) or South Asian Network (SAN), can be of assistance as well.

GAME TIME

What to do during an action/demonstration

ARRIVE EARLY

Now that you've organized your group and everyone has their roles set, make sure to arrive at your demonstration location early. Doing so allows you to get a feel for the atmosphere of the demonstration. You'll also have time to head off any potential logistical problems that may arise.

GROUP HUDDLE

Prior to the event, your main organizers should get together to hash out last minute details, such as confirming the chant leader and making sure everyone stays on the agreed-upon messaging. This pre-demonstration meeting is essential so you can ascertain beforehand if there is something missing and fill it in rather than doing it during the demonstration. This is key considering you'll have a live audience and, potentially, media.

DELEGATING

To ensure a smooth flow of things, make sure to have your designated people in the right positions. The media person should be known and available to speak with media. The volunteer organizer should be visible and directing others. The group photographer should be in place and ready with all necessary equipment. Every person's task plays a crucial role in the success of your demonstration.

AGITATORS

Designate volunteers to deal with hecklers and others coming to distract people away from your demonstration. Experience shows that having a personal dialogue with agitators on the side helps keep the attention on the demonstration and not on the troublemakers. It is imperative that the designated volunteers be experienced, even-tempered people who are able to rise above personal attacks and other inciting language. It only takes one moment of heated exchange to catch the media's attention and that's what will get played on the local news that night, thereby negating the point of your demonstration.

TEAM LEADER

Having a rotating team lead for each event helps build leadership skills in various members of your group. Also, it allows different individuals to take some ownership of demonstrations and major actions done by the group. The team leader should be the one to directly communicate with police and administrators throughout the demonstration.

THE DEBRIEF

Ensuring a Successful Outcome to Your Demonstration

POST EVENT HUDDLE

Also known as “the debrief.” This is vital because invariably unexpected situations arise, which you didn’t anticipate. You’ll need to discuss these things with the team and come up with a plan to address them. Debriefing is necessary even if the action went perfectly as well. You can discuss with organizers how you can best move forward with raising awareness and capitalizing off of the energy built during the demo.

BUILDING UP

Make sure that you collect the information of everyone present. Organizers and participants alike need to stay in touch after the event. You may have had people join the demonstration that were not part of the original group. Email sign-up sheets are essential just make sure you don’t lose it to agitators or infiltrators.

PRESS RELEASE

Send out a press release immediately after the event to media outlets. You also should upload video, pictures and the press release to community journalism sites. **(More on this in the Media section.)** This is important because it allows you control the narrative. This is important, especially if an incident occurs during the demonstration. It is important to have a press release prepared that you can make minor edits to and send to media outlets immediately.

EVERYBODY CLEAN UP!

Make sure you leave no footprint in the area of your rally or demonstration. Getting slapped with a fine or leaving the place full of litter will reflect poorly on your student group and could make it difficult to get permits in the future. It also kills the feeling of success and victory if you’re penalized over something that was entirely preventable.

THANK YOU!

Thank everyone who participated and reinforce their spirit with an exit speech. This will do wonders to ensure a high turn-out for the next demo.

PART II

3 ... 2 ... 1 ... ACTION - ÜBER CREATIVITY

Different Methods of Public Demonstrations

“Power never steps back, except in the face of more power.” - Malcolm X

Powerful forms of expression have historically been the impetus for transforming the world. Whether it is the raising of the loaf of bread during the French Revolution or athletes raising black-gloved fists on the awards podium in the 1968 Olympics or the harmonious chants of revolutionary protesters in Egypt’s Tahrir Square, people have found alternative ways to strikingly make their point. Below are just a few ideas out of many that can be done by Palestine activists on campus.

THE DIE-IN

The Die-In has proven to be an extremely effective way of getting more people involved and making a powerful statement in public spaces everywhere. The Die-In



consists of a group of people who represent those who have lost their lives in unjust situations by ‘dying’ in public. Each body represents a lost soul. This can be done in a variety of ways, including but not limited to, stating the names of those killed; wearing signs bearing the names of those killed; wearing ‘bloodied’ clothing; posting signs with the names of those killed around those who are ‘dead’ on the floor; an announcer on megaphone stating the names of the deceased; or a silent die-in with everyone ‘dying’ at the same time. Die-Ins cover a large space on the ground and are very hard to miss. They are a dramatic illustration of what reality is like for those in Gaza and elsewhere, who have seen bodies strewn in the streets. It’s a good idea to have an announcer state the facts and statistics you want to get across to the public as activists who have “died” lay

on the ground. Always use the opportunity to educate and mobilize.

Number of Demonstrators: At least 20

Suggested Materials: Bullhorn/megaphone, index cards, list of killed, fake blood, scotch tape, signs, photo camera, video camera, Palestinian flags

Handouts: See the list of AMP materials available for your use free of charge in the Resource section.

FLASH MOB

Dabka, dabka, dabka

Flash Mobs might not be useful for political protests, but they are a fun and energetic way to assert Palestinian culture, especially with the Palestinian folklore dance, Dabka. Your student group could coordinate a group of people to gather “randomly” at a certain place and time in the center of campus. Designate someone to hook up a smartphone to a small speaker to play Palestinian nationalistic songs. Start a dabka line and have



volunteers “planted” to join in, and Bam!, you have a “Dabka Flash Mob.” Make sure you have someone recording it on video.

This kind of flashmob tends to get many of views on Youtube. Considering Israel’s policy of ethnic cleansing, and the propensity to appropriate Palestinian culture, holding onto deep cultural practices such as dabka are in-and-of themselves, an act of resistance.

Number of Demonstrators: 15 or more.

Suggested Materials: Kuffiyehs, Palestinian Flag, iPod/Android plug-in speaker, really good dabka song

Handouts: See the list of AMP materials available for your use free of charge in the Resource section.

FUNERAL PROCESSION

A funeral procession consists of demonstrators carrying cardboard coffins across campus and meeting at a place to “bury the dead.” This can be an extremely effective demonstration if everyone wears black, some hold signs, and others march silently (or not). Fake coffins with the Palestinian flag draped on top are visually shocking, especially if some people carry dolls wrapped in white cloth with blood stains. This can truly be a shocking scene on campus and can solicit many questions from onlookers.

Number of Demonstrators: 10+

Suggested Materials: Cardboard coffins, Palestinian flags (no pole), masking tape, signs, megaphone/ bullhorn, dolls, white sheets, fake blood



Handouts: See the list of AMP materials available for your use free of charge in the Resource section



SIT-IN

The Sit-In protest is a form of civil disobedience which, if done correctly, can garner great media coverage. That being said, civil disobedience rarely stops a bad action or affects positive change. It does have other functions, though. It can help memorialize or ceremonialize your action, but it usually doesn’t actually stop an action or compel an action to take place. Therefore, civil disobedience should always be the last resort. It cannot replace direct actions such as calling decision makers, forwarding petitions, engaging the media, etc. We have seen that increasingly Palestine solidarity activism is being criminalized across the country. In every case, whether you’re conducting a sit-in or at a rally, it is important that you and your volunteers don’t give the appearance that you are sympathetic to or support any illegal activity. For instance, avoid getting into discussions about violence, even if it seems you’re just joking around. Agent provocateurs often try to appear as ‘one of the group,’ and then try to prompt others around into inappropriate speech, which they record and upload online. It is extremely hurtful to your work when this happens.

If your group decides to conduct a Sit-In, please inform your members that the risk of arrest is relatively strong and only those students who are prepared to go this route should participate. Others can play a supporting role by alerting the media, sending out real-time updates via social media, or recording the event.

To achieve success, it is imperative to have as many volunteers as possible as well as a strong media presence.

Number of Demonstrators: 25+

Suggested Materials: Smart phones, photo/video cameras, signs, manila folders (for those getting arrested to put belongings in before getting arrested), markers, masking tape, lace less shoes

Handouts: You won’t need handouts for this action but keep your internal messaging

TEACH-IN

Teach-Ins are beneficial when academics join the cause and are interested in engaging the issue publicly. Graduate students, professors, and some undergraduates can all do teach-ins. Public teach-ins, outdoors on school grounds (rather than the classroom) are an extraordinary way of academically discussing the desired narrative. The idea of having a professor with a white board, outside on the campus lawn, teaching a class is not an everyday occurrence and is bound to get some attention. Use this as an opportunity to work with the more academically inclined students, those who prefer to stay away from other forms of public demonstrations.

Number of Demonstrators/Attendees: 20+

Suggested Materials: White board/chalk board, easel, small sound system, consisting of microphone and small speakers. If this is not available, then use bullhorns or megaphones. Signs are also helpful.

Handouts: It's helpful to have handouts specific to the topics being discussed. AMP also has many materials to choose from. See the section on Media for a complete list.



THE WALL

Many student groups around the country have built a mock apartheid wall that resembles that in the West Bank. Aesthetically, the wall is a valuable resource. It conveys to the onlooker the impact of the apartheid wall, while allowing you the opportunity to post relevant and important information. The wall is a piece of art and an informational tool. Some walls are massive and have an unrelenting presence on campus, while others are simply banners pieced together lightly. Either way, do what your student group is capable of putting together. For information on putting up a large, imposing wall on your campus on the West Coast or in the Midwest, please contact American Muslims for Palestine at info@ampalastine.org. AMP has two walls for students' use in these regions.

Number of Demonstrators: It usually takes at least 6 committed people to assemble a wall of the size seen

below. At least 2 people should be around the wall throughout the day.

Suggested Materials: The wall, hammers, extra hinges, bolts, workman's gloves, back support suspenders, signs, cameras, megaphone/bullhorn

Handouts: See the list of AMP materials available for your use free of charge in the Resource section

PART IV. 3 ... 2 ... 1 ... ACTION!

A short guide to seeking justice by engaging the media

CREATE A MEDIA STRATEGY BEFOREHAND

The importance of messaging can't be understated. Creating your messaging and talking points beforehand ensures everyone stays on point. Remember the old saying, "No media, No event." In other words, what have you accomplished if just a small group of people witnessed your action? Increase your impact by getting your message carried far and wide through news articles, broadcasts and community journalism sites.

To begin, ask yourself these questions

- * What do we want to achieve with this action?
- * What key principles can we build our message around?
- * How do we want to get our message out?

Identify what you want to achieved and then plan accordingly. Do you want the mainstream media to cover your event? Do you want a video to go viral? Do you want to educate the masses or just focus on a local community?

What principles do you want to convey? For instance – Israel's occupation is illegal and violates Palestinian human rights? It is not anti-Semitic to criticize the policies of a government? Congress must investigate whether Israel's use of American weapons in Operation Protective Edge violated the US Arms Export Control Act? Decide beforehand and then use that principle to inform your talking points.

Once you decide upon the above issues, you'll have a better idea of how you want to get out your message, i.e., sending a media advisory, holding a press conference or using social media to alert journalists.

MESSAGING AND TALKING POINTS

Once you determine what you want to accomplish with your demonstration or event and what principles you want to convey, then you can create your messaging and talking points.

Messaging is created around the key principle(s) you decided upon and talking points are quick bullet points of facts and statistics that support that message. Talking points should not stray lest you lose your focus and your message becomes weak.

For instance, AMP and the International Jewish Anti-Zionist Network once had a campaign called "Never Again for Anyone," that promoted Holocaust survivors speaking out against the occupation. Our goal was to get people to understand that criticizing Israeli policies that violate international law and human rights is not anti-Semitic. Our principles were:

- * Anti-Semitism is bias based upon religion or ethnicity. Criticizing governments is not anti-Semitic.
- * Affording one people their rights does not detract from the rights of another people.
- * The occupation violates international law and deprives Palestinians of their basic human rights.

So all messaging/talking points hit home on these three principles.

Then the talking points were given to volunteers at each event held across the country in case any of them was

-- END --

approached by media. In this way, we were able to control the message as much as possible to drive home our principles in the massive media coverage the campaign received – *even when the articles were hostile*.

HOW TO ALERT THE MEDIA

Media advisory - Media advisories are like “save the date” cards. They are meant to alert the media to an upcoming event with a brief statement about who is holding the event and why. Media Advisories are meant to be short and do not contain background historical information.

Always remember to get your main point out in the first two paragraphs or you run the risk of having an editor tossing the advisory without ever being read. Media advisories should be sent about four to five days before the event, the day before the event and by 6 a.m. the morning of the event. At around 7 a.m., personal phone calls to the news desk or assignment desk should be made to ensure the planning editors or assignment producers are aware of the event and will get it on their daybooks.

Here is the format:

MEDIA ADVISORY

Contact
Name
Event organizer
phone; email

HEADLINE

(DATELINE i.e., city, and date) – First paragraph must contain the particulars.

Second paragraph – Should contain the Who, What, Where, When and Why

Third paragraph – One line to put the event in context

Fourth paragraph – List supporting organizations.

Here’s an example:

MEDIA ADVISORY

Contact:

Kristin Szremski
Director of Media
708.717.4180

media@ampalestine.org

Press conference to discuss removal of Egyptian President Mohammed Morsi

Local Egyptian Americans to give firsthand accounts

(CHICAGO 09/09/2013) – A coalition of Chicago-area human rights organizations are holding a **press conference at 11 a.m., Tuesday, Sept. 10, 2013 at Downtown Islamic Center, 555 State St., Chicago.**

The purpose of the event is to discuss the situation unfolding in Egypt that has left hundreds of people dead throughout the country. Local Egyptian Americans who have just returned from Cairo will give first-hand accounts and will be available for interviews.

Endorsing organizations are Egyptian Americans for Democracy and Human Rights, American Muslims for Palestine, and Council of Islamic Organizations of Greater Chicago.

Using social media - Often you can alert the media through each outlets’ Facebook page or Twitter accounts. Nowadays, each outlet lists their social media accounts and Twitter names. Create a campaign, using your talking points, and Tweet at certain reporters or outlet news desks. If you’ve created a Facebook event, post the link on outlets’ Facebook pages or message the link to them, if they don’t allow posting to their pages.

Press Releases - Press releases are longer forms of the media advisory but instead of informing of an upcoming event they are used to disseminate your message.

Press releases should be given to the media during your event. If some outlets are absent, send them the press release with pictures immediately after your event and you may be able to have something published on their websites.

Write your press release in an inverted pyramid style, meaning the most important information is included at the top and the least important at the bottom. Press releases should contain one to two quotes from an event organizers. Remember, your press release should stick to your talking points as well.

Format:

FOR IMMEDIATE RELEASE

Contact
Name
Event organizer
phone; email

HEADLINE

(DATELINE i.e., city, and date) – Paragraph I – Must contain Who, What, Where, When and Why

Paragraph II – This can expand on the ‘Why’ you held the event.

Paragraph III – Quote from an organizer that forwards your message. It should contain new information and not just restate the first two paragraphs.

Paragraph IV – Historical context. i.e., Students convened the rally to show solidarity with the Palestinians of Gaza, who have been under attack by Israeli military forces for more than four weeks. So far, Israel’s attacks have killed more than 1,500 Palestinians, 70 percent of them civilians, according to the United Nations.

Paragraph V – More historical context, if necessary. (This paragraph can be skipped.)

Paragraph VI – Another organizer quote

Paragraph VII – The list of supporting organizations

Note: Try to keep your press release to just one page. It should never exceed two pages. Avoid activist jargon. Remember, you’re trying to get the media to take you seriously so use non-propaganda language. For instance, when referring to Israel, just call it Israel. Don’t use hyperbolic terms like ‘terrorist state,’ and do not under any circumstances compare its policies to Nazi Germany or the Holocaust. Using propagandized or emotional language will take away from your message and you’ll lose your credibility as well.

Community Journalism - Maybe the media doesn't show up at your event. These days, that doesn't mean you can't get good coverage, thanks to the rise of community journalism. Many organizations now have areas on their websites where you can upload your own news stories, videos and photos. Go ahead, and post your press release or wrap up article online. Just make sure to keep to your messaging and talking points, and avoid propaganda language. Make sure you cite all your facts to keep your story credible.

In each case you will have to create a personal account. Remember, these sites in many cases are associated with mainstream news organizations. But even if they aren't, you must ensure that the articles you post are factually accurate, credible and do not contain propaganda. Your credibility as an activist and that of the group you're associated with are at stake. Also, how you report an event ultimately reflects on the media battle for Palestine itself.

Some community journalism sites:

CNN iReport www.ireport.cnn.com

CNN producers mine content put up on the community page for story ideas or for pictures and videos to broadcast on CNN. If the articles are factual and sources are cited, you have a good chance of getting a blurb broadcast on TV. But even if this doesn't happen, the CNN iReport community has more than 1 million members so your posts are apt to get a lot of attention.

Newsvine www.newsvine.com

Newsvine is owned by MSNBC, which also draws its on-air and online content from stories posted by community journalists. Citizen journalists can publish their own articles, MSNBC will draw content from users, who can publish their own stories or link to outside articles you may think MSNBC should be aware of

Digital Journal www.digitaljournal.com

Digital Journal is recognized as a pioneer and leader in social news, blending professional content with high-quality user-generated contributions to inform our audience about what's happening around the world.

Ground Report www.groundreport.com

Ground Report is like a journalism lab, where amateurs, students, apprentice and professional journalists can upload their work and have the opportunity to reach a global audience. Each user's content is archived in personal portfolios, which is helpful for someone majoring in marketing, communications or journalism.

DEMOTIX www.demotix.com

DEMOTIX, which started as a site for photojournalists to sell their work worldwide, is a bit more for serious writers but it can be a useful platform for activists as well. DEMOTIX is one of the only sites that actually will pay a reporter. If your story is picked up by a news organizations, DEMOTIX will split the proceeds with you 50/50...

Please keep in mind that your local news outlets also may have community journalism pages on their websites. Before your event, take some time to scope out the outlets, from the small weekly papers in your region, to the local network affiliates. It can really help you get your story publicized.

Press conference - Historically, press conferences were a great way to engage the media. Reporters liked it because they didn't have to work too hard to get the information they needed to write their stories. Now, because the Internet, falling ad revenue and rising overhead costs, traditional newsrooms have been gutted and they are operating on a very small staff, relatively speaking.

News outlets just don't have the time or manpower to attend press conferences. But that doesn't mean you shouldn't try. Here are some surefire tips to help you have a successful press conference:

Humanize the story – Find local people with ties to your issue the media can interview and have them speak at the press conference.

Do your due-diligence work – Send out a media advisory announcing the press conference at least twice. Call outlets by 7 a.m. the morning of the press conference.

Timing – The best times and days for press conferences are 11 a.m. on Tuesdays and Wednesdays. However, if there's major breaking news on say, Friday, and you can act fast to pull a presser together, then don't wait until Tuesday or Wednesday when interest in the story may have passed. Timeliness is everything.

The Domino Effect – If you make your calls by 7 a.m. on the day of the event, all it takes is to get just one mainstream news affiliate to confirm in order to get others' participations. No news organization likes to be scooped and they all are aware of what each other is doing. This is not a guarantee, but it's a good chance that if you can one affiliate like ABC and one main newspaper to confirm – or at least get your event on the planning daybooks, you'll get other outlets at your event as well.

Press conference is a go. What to do? – Be at the site early. Try to have a podium for microphones. Have a moderator and three to four speakers lined up. Make sure everyone is aware of your talking points and messaging goals and get their pledge to stick to them!

Banner - Try to have a banner or sign behind you so it is always in the frame behind the speaker. Get some volunteers to stand behind the speakers silently so the public will see the extra support.

Designated spokesperson - Have a designated media spokesperson to hand out the press release, gather reporters' contact information, and to help facilitate interviews with speakers after the press conference.

Control the flow - Whatever you do, do not open up the floor for questions by anyone other than the media. Believe it or not, this has happened at press conferences in the past. There is no quicker way to lose control of your messaging than by allowing spectators to ask questions.

For more information on media work, to schedule media training or for help writing press releases, media advisories or articles, please contact AMP's Media Department at media@ampalastine.org. AMP also has a Media Training Handbook and some PowerPoint with useful tips.

Resources:

AMP EDUCATIONAL MATERIALS

* Rising from the Ashes: Gaza's Indestructible Spirit – A graphic treatment of the result of several studies on the siege of Gaza and Operation Cast Lead.

* The Truth behind Israel's Attack on Gaza: Myth VS. Fact

* Fact Sheet - Gaza Student Fact Sheet

* Fact Sheet - U.S. Aid to Israel

* Fact Sheet – Random Arrests and Detentions

* Brochure – Apartheid: Separate but Unequal

* Brochure – Palestine 101

For a full list of AMP materials, a material request form, Power Points, videos and posters for your use, go to the Campus Activism section of our website, www.ampalastine.org.

You can also contact AMP National Campus Coordinator Taher Herzallah at taher@ampalastine.org or download the materials request form at www.ampalastine.org.

AMP SPEAKERS

Dr. Hatem Bazian

AMP Chairman, senior lecturer in Near Eastern and Ethnic Studies at UC Berkeley

Topics: Islamophobia and its connection to Zionism; international law and Palestine; Zionism and the colonial settler enterprise; and building joint-struggle coalitions.

Dr. Osama Abu Irshaid

AMP National Board member, Editor of Al Mezan newspaper

Topics: US foreign policy; US aid to Israel; Political analysis of the Middle East and how it relates to Palestine; the importance of legislative work in the US

Taher Herzallah

AMP National Campus Coordinator

Topics: BDS, activism training, dealing with pushback on campus

Kristin Szremski

AMP National Director of Media and Communications

Topics: Creeping Normalcy – Identifying Zionist organizations' tactics to co-opt Palestine solidarity activism through 'interfaith cooperation; Zionist misuse of Title VI to stop campus activism and how to combat it; Traditional and social media training; Advanced writing workshop – how to get your op-ed and press conference published.

Tarek Khalil

AMP Chicago volunteer

Topics: History of Palestine from political Zionism to present day; and Palestinian rights under international law

AMP Educational Committee

Palestine history lecture series available. Call 708.598.4267, ext. 24.

Conclusion

Public demonstrations are part and parcel of our efforts to create meaningful change for our brothers and sisters in Palestine. They proclaim that humanity as a whole, those who make up the grassroots movement, stand with Palestine. The people united, will never be defeated.

For information on materials, public demonstrations, media help, and legal support, go to the Campus Activism page on our website at www.ampalastine.org. You can also contact us at info@ampalastine.org.

“The greatest struggle is to speak the truth in the face of an oppressive tyrant.” Prophet Muhammad



AMERICAN MUSLIMS FOR PALESTINE

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