

How to Most Effectively Engage

Reacting to Media Coverage

Many news stories will not satisfy all our sensibilities or reflect our key messages, but it is imperative to keep the big picture in mind: the Artsakh blockade is increasingly being covered by the mainstream media, including *CNN*, *the Wall Street Journal*, *the New York Times*, *AP* and *BBC*. The more people pay attention, the more the growing humanitarian crisis will reach a broader audience.

While we will not like every sentence, quotation or image, and may even feel frustration over mistakes or seeming biases, such as who is causing the blockade, it is important that all comments are constructive and respectful.

The following DOs and DON'Ts might help when engaging with media outlets and journalists.

THE DOs



- ✓ **Thank them** for coverage that accurately reflects the reality of what is going on.
- ✓ **Write letters** to the editor commending coverage that is **accurate, fair and balanced**.
- ✓ **Write letters** to the editor respectfully and constructively **correcting incorrect information**.
- ✓ **Provide facts** and primary sources when correcting a news story.
- ✓ **Share actively**, click on articles and watch videos all the way through.
- ✓ **Directly link** from the publication with accurate news coverage on your social media and share.
- ✓ **Retweet** from the actual publication and from the journalist him/herself.
- ✓ **Suggest experts**, both Armenian and non-Armenian, and offer to help connect journalists to them, if needed.

THE DON'Ts



- ✗ Don't send **aggressive or threatening** communication for inaccurate or disappointing coverage.
- ✗ Don't **criticize a journalist** or news outlet, instead provide them with facts and primary sources.
- ✗ **Don't pick on** every word or sentence; remember almost every news story on the blockade and growing humanitarian crisis is a win because it draws attention to the issue.
- ✗ Don't forget that **"the price of perfection is bankruptcy"**; expecting only perfect coverage is setting us up for short term disappointment and long-term failure.