

How to Challenge Media Bias

Guide & Templates



JUSTICE FOR PALESTINIANS
LEAMINGTON SPA

October 2024

CONTENTS

OVERVIEW	2
SECTION 1: STRATEGIES FOR EFFECTIVE COMMUNICATION	4
1. Hold Media Accountable to Basic Journalistic Standards	4
2. Frame your Message Using International Law	4
3. Leverage AI to Fine-Tune your Messaging	5
Example AI Brief:	6
4. Use NLP Techniques for Influence and Persuasion	6
SECTION 2: OUR DEMANDS & MESSAGING TEMPLATES	8
Source of findings & demands based on CfMM Media Bias Gaza 2023-2024	8
1. Context	8
CfMM Findings	8
What We Demand from the Media	8
Template 1: Demand Historical Context	8
2. Framing	9
CfMM Findings	9
What We Demand from the Media	9
Template 2: Demand Fair and Balanced Framing	9
3. Language	10
CfMM Findings	10
What We Demand from the Media	10
Template 3: Demand Impartial Language Use	11
Commonly Misused Terms and Suggested Alternatives	11
4. Claims	12
CfMM Findings	12
What We Demand from the Media	13
Template 4: Demand Correction of False Claims	13
5. Undermining Palestinian Sources of Information	14
6. Misrepresentation of Supporters of the Rights of Palestinians Under International Law	16
CfMM Findings	16
What We Demand from the Media	16
Template 6a: Demand Accurate Representation of Pro-Palestinian Protestors	16
Template 6b: Demand Accurate Coverage of Pro-Palestinian Protest Marches	17
Media Complaint Pathways	19
Print Media Complaints	19
Broadcast Media Complaints	21

OVERVIEW

This Media Guide provides a comprehensive strategy for individuals to confront biased media coverage of the Israeli-Palestinian situation. It empowers advocates to challenge narratives that disproportionately favor Israel while marginalising Palestinian voices.

This guide draws from the findings of the Centre for Media Monitoring (CfMM) Media Bias Report 2023, highlighting significant gaps in context, framing, language, and representation in media coverage of the Israeli-Palestinian situation. The report critically examines media reporting since October 7, 2023, demonstrating how misrepresentation, selective omission, and biased language distort public understanding.

This guide aims to take this report one step further and provide actionable next steps, by equipping individuals with the necessary resources and templates to address media bias effectively and promote accountability in reporting.

To read the full CfMM report, visit: [CfMM Media Bias Report 2023-24](#)

If you are UK-based, we also encourage you to leverage [Accountable Media](#) which takes complaints submitted through their platform and directly integrates in into the complaint systems of the BBC, OFCOM, and IPSO. This ensures your concerns are officially logged in these organisations' weekly and bi-weekly reports. For publishers without formal complaint systems, they ensure your concerns are directed straight to their inboxes, with AI-powered tools personalising each complaint for maximum impact.

This guide contains 3 sections:

1. **Strategies for Effective Communication** with the media to counter bias
2. **Our Key Demands & Messaging Templates:** Addressing specific biases identified in media reporting, providing clear guidance on how to articulate concerns and demands, and providing templates you can use.
3. **Media Complaints Pathways:** Providing details of where and how to lodge complaints with the relevant UK press bodies and holding them accountable to their journalistic standards.

SECTION 1: STRATEGIES FOR EFFECTIVE COMMUNICATION

Effective communication is crucial for engaging with media outlets and influencing public narratives regarding the Israeli-Palestinian situation. The following strategies can enhance your media engagements and dialogues.

1. Hold Media Accountable to Basic Journalistic Standards

Media organisations should adhere to ethical guidelines that promote fairness and accuracy. Key principles include:

- **Accuracy:** Journalists must verify information before publication and correct errors promptly.
- **Impartiality:** Reporting should represent all sides of a story without favoritism or bias, ensuring a balanced portrayal of events.
- **Accountability:** Journalists should be accountable for their reporting, addressing any inaccuracies or misrepresentations and rectifying them publicly.
- **Transparency:** Media outlets should disclose their sources and any potential conflicts of interest to maintain public trust.
- **Respect for Sources:** Journalists should treat all individuals and groups with respect and dignity, avoiding language that dehumanises or stigmatises.

2. Frame your Message Using International Law

Frame discussions around the global consequences of ignoring Israel's actions. Insist on using terms like “illegal occupation,” “violations of international law,” and “genocide.” Media must understand the significance of these terms, as failing to use them implies complicity in shielding Israel from justice.

Here are some sources and pointers:

Palestine: it comprises the West Bank (including East Jerusalem) and Gaza The UN refers to it as the Occupied Palestinian Territory. See this [link](#) for UN sources

International Court of Justice : the ICJ is the principal judicial organ of the United Nations. There are two relevant recent rulings:

- **Breach of the Genocide Convention:** South Africa referred Israel to the Court and the Court announced [provisional measures](#) on 26 January 2024

- **Illegality of the Israeli occupation:** on 19 July, the Court gave an [advisory opinion](#) following a request from the UN General Assembly

International Criminal Court: the ICC is the world's first permanent international criminal court. Its Prosecutor [asked](#) the ICC judges on 20 May 2024 to issue warrants for the arrests of three Hamas leaders (at least two of whom are now dead) and the Israeli Prime Minister and Defence Minister, on the grounds that they bear criminal responsibility for the following war crimes and crimes against humanity committed on the territory of the State of Palestine (in the Gaza strip). The judges have not yet issued the warrants.

Apartheid: apartheid is a crime against humanity under the Apartheid Convention. See Amnesty's [explainer](#) of how it applies to Israel.

International Humanitarian Law: IHL lays down the rules of war. See this [explainer](#) from Human Rights Watch.

Israel's 'right to self-defence': Israel claims it has a right to self-defense following the attack of 7 October. Article 51 of the UN Charter refers to this right only in the case of an armed attack by another State. As Israel is the Occupying Power over the Occupied Palestinian Territory (as confirmed by the ICJ Advisory Opinion), Article 51 is not applicable since the threat originates from a territory over which Israel exercises control. See this [explainer](#).

3. Leverage AI to Fine-Tune your Messaging

By harnessing AI tools, advocates can streamline their efforts, enhance their messaging, and effectively promote the Palestinian perspective in media narratives. Benefits include:

- **Create Customized messaging:** Use AI to generate or modify messaging tailored to specific articles or media outlets, enabling personalized communication that resonates more effectively with recipients, and that is less likely to be dismissed as copy-and-paste objections (see suggested AI brief template below).
- **Stay Up-to-Date with Information:** AI can quickly analyze current events and provide the latest statistics and news, ensuring that your advocacy is grounded in the most recent and relevant information.
- **Enhance Clarity and Precision:** AI tools can assist in refining language, making your arguments more compelling, and ensuring that your message is clear and impactful.
- **Analyze Media Coverage:** AI can monitor media coverage, identify patterns of bias, and provide insights on how to address these biases effectively, enabling a more strategic approach to advocacy.

- **Balance the narrative:** by ensuring that AI is populated with enough counterpoints in its search data set, we can start to equalize the narrative online.

Suggestion: You may want to ask AI to create your e-mail/letter/social complaint. You can tailor the brief below, and point the AI to the article you are objecting to. You may also want to upload this guide, and ask it to take into account the key points of this section; namely holding media to account to basic journalistic standards, framing the message using international law, and leveraging any NLP techniques that may serve us.

Example AI Brief:

I would like to strongly object to biased media coverage of the Israeli-Palestinian situation in *(insert article here)*.

Please create an *(e-mail / letter / social post)* that is concise, impactful, and to the point. This should use direct language, and clearly outline what we are objecting to, why, and the action/remedy we are demanding. We should hold media to account to basic journalistic standards, leveraging and. NLP techniques that reinforce our argument. Frame the message using international law, universal principles of human rights, and United Nations (UN) resolutions.

You may want to also add the [CfMM Media Bias Gaza 2023-2024](#) as a reference.

4. Use NLP Techniques for Influence and Persuasion

Neuro-Linguistic Programming (NLP) can be a powerful tool in influencing media narratives. Here are tips on specific words, phrases, and structural techniques to enhance your communication:

- **Choose Empowering Language:** Use words that evoke strong imagery and emotional responses. For instance, instead of saying “unrest,” say “violent oppression.” This creates a clearer picture of the situation and conveys the severity of the issue.
- **Employ Positive Framing:** Frame messages to focus on solutions. Phrases like “working towards a peaceful resolution” resonate more positively than “ending violence,” which can appear defeatist.
- **Use Repetition for Emphasis:** Reinforce key phrases throughout your communication. For example, stating “We demand justice for the Palestinian people” multiple times will solidify the importance of your message.
- **Ask Rhetorical Questions:** Engage your audience by prompting them to reflect. Questions like, “How can we support a narrative that ignores the basic human rights of oppressed people?” provoke thought and discussion.

- **Create a Sense of Urgency:** Utilise time-sensitive language. Phrases like “Now is the time to act” emphasize the importance of timely responses.
- **Establish Common Ground:** Frame your messages to resonate with shared values, such as justice and human rights. For example, “We all deserve a world where justice prevails for everyone, regardless of nationality” can create an inclusive dialogue.
- **Visualise Outcomes:** Use language that helps the reader picture positive futures, like “Imagine a future where both Israelis and Palestinians live in peace.” This can evoke emotional engagement.
- **Craft a Compelling Narrative:** Tell stories that encapsulate the plight of the Palestinian people, making the message relatable and memorable. Narratives resonate deeply with audiences, leading to more profound engagement.

By incorporating these NLP techniques into your communication with media outlets, you can increase the effectiveness of your advocacy efforts and persuade them to adopt a more balanced and accurate portrayal of the Israeli-Palestinian situation.

SECTION 2: OUR DEMANDS & MESSAGING TEMPLATES

Source of findings & demands based on [CfMM Media Bias Gaza 2023-2024](#)

1. Context

CfMM Findings

- Many media outlets anchor discussions of the Israel-Palestine conflict as if it began on October 7, 2023, ignoring decades of Israeli occupation of Palestinian territories.
- The term "occupied territories" was used 179 times, while "occupied Gaza" was mentioned only 26 times, falsely implying that Gaza is not under Israeli control.
- Historical context is essential for understanding the conflict, including Israel's occupation of the West Bank (including East Jerusalem) and Gaza since 1967 and the dispossession of Palestinians during the Nakba in 1948.
- Contributors offering historical context are sometimes silenced or accused of justifying terrorism.

What We Demand from the Media

1. Media must provide a thorough historical explanation to inform the audience about the long-standing nature of the Israeli occupation of Palestinian territories, well before October 7, 2023.
2. Contributors offering this context should not be silenced or accused of justifying terrorism.

Template 1: Demand Historical Context

Subject: Demand Inclusion of Historical Context in [Insert Article Title]

Dear [Editor/Journalist's Name],

Your article "[Insert Article Title]" severely lacks historical context, presenting the conflict as if it began on October 7, 2023. The fact is that Israel has illegally occupied the West Bank (including East Jerusalem) and Gaza since 1967, following the displacement of over 750,000 Palestinians during the Nakba of 1948. These are not matters of debate but well-documented historical realities recognized under international law, including by the United Nations.

We demand that this essential historical context be included in your reporting to provide readers with a clear understanding of the roots of the conflict. Furthermore, contributors

who present this factual history should not be silenced or accused of justifying terrorism for presenting inconvenient truths. Omitting these critical facts distorts the narrative and shields Israel from accountability.

As a media outlet, your responsibility is to uphold basic journalistic standards, ensuring accuracy and thoroughness in your reporting. By failing to include this historical perspective, your publication actively contributes to misinformation, perpetuating injustice and exacerbating the humanitarian crisis.

Sincerely,

[Your Name]

Keywords/Hashtags: #HistoricalContext #EndTheOccupation #JournalisticIntegrity
#StopMediaBias

2. Framing

CfMM Findings

- Most TV broadcasts heavily promote "Israel's right" to defend itself over the rights of Palestinians by a ratio of 5 to 1, leading to biased narratives that ignore the Palestinians' right to resist occupation under international law.
- The media frequently uses the term "Israel-Hamas War," which misrepresents the broader context of Israel's assault on Gaza and its civilian population.
- Dehumanizing language goes unchallenged in media reports, with Israeli spokespeople referring to Palestinians as "animals" or "barbaric" without any rebuttal.
- The imagery used in reports often aligns with misleading headlines, further distorting the public's perception of the conflict.

What We Demand from the Media

- Reporting must be balanced, with equal weight given to the rights of Palestinians to resist occupation, not just Israel's right to self-defence.
- The lives of Palestinian civilians should not be devalued or overshadowed by Israeli casualties, especially when Palestinian deaths far exceed those of Israelis.
- The conflict should be referred to more accurately as the "Israel-Gaza conflict" or "Israel's assault on Gaza," not just the "Israel-Hamas war."
- Israeli spokespeople must be challenged when using dehumanizing, racist language about Palestinians.
- Headlines, imagery, and articles should reflect accurate framing to avoid misleading the audience.

Template 2: Demand Fair and Balanced Framing

Subject: Correct Biased Framing in [Insert Article Title]

Dear [Editor/Journalist's Name],

Your article "[Insert Article Title]" uses deeply biased framing that disproportionately emphasizes Israel's right to defend itself while completely ignoring the legitimate rights of Palestinians under international law. Referring to this as the "Israel-Hamas war" completely misrepresents the reality, allowing the narrative to obscure Israel's ongoing illegal occupation and apartheid policies.

This type of framing is not just biased, it is dangerous. By perpetuating this narrative, your publication contributes to the normalization of occupation and human rights abuses.

We demand that you revise your framing immediately, providing equal weight to Palestinian rights and the broader context of the occupation. Failing to do so makes your publication complicit in war propaganda.

Sincerely,

[Your Name]

Keywords/Hashtags: #BalancedFraming #WarPropaganda #MediaAccountability

3. Language

CfMM Findings

- TV Broadcast: When emotive language is used, Israeli victims are referred to 11 times more than Palestinians.
- 2 out of every 3 emotive terms used in broadcast media were for Israeli deaths, with just 1 in 10 used for Palestinians.
- Over 70% of terms like "atrocities," "slaughter," and "massacre" were used exclusively to describe attacks on Israelis, with Palestinian deaths often qualified with dismissive phrases such as "what they say is a massacre."
- Online News: Emotive language describing Hamas attacks on Israelis was four times more prevalent than descriptions of Israeli violence against Palestinians.
- Despite Palestinian casualties far outnumbering Israeli ones, the 1,200 Israeli deaths continued to dominate headlines and lead paragraphs a month after October 7.
- Israelis were described as being "killed," while Palestinians were often said to have "died," with no mention of the perpetrators.

What We Demand from the Media

- Language must be consistent and impartial, regardless of the side being reported on.
- If the number of Palestinians killed exceeds that of Israelis, the larger number should lead the headline or story.

- When Palestinians are killed, the identity of the perpetrators must be made clear, without diminishing or omitting their role.

Template 3: Demand Impartial Language Use

Subject: Demand Correction of Biased Language in [Insert Article Title]

Dear [Editor/Journalist's Name],

Your article "[Insert Article Title]" employs biased language that skews the narrative in favor of Israeli perspectives. Emotive language is consistently used to describe Israeli casualties, while Palestinian deaths are often reduced to neutral phrases like "died." This discrepancy in language not only dehumanizes Palestinian victims but also presents Israeli lives as more valuable.

This is a grave injustice that must be addressed. If emotive language is employed for Israeli casualties, it should be applied equally to Palestinian deaths. Additionally, your headlines must prioritize the larger number of casualties when Palestinian deaths significantly exceed Israeli ones.

We demand that you clearly and consistently identify the perpetrators of violence against Palestinians. Failing to do so is a gross violation of your journalistic duty. Furthermore, the imagery used in your articles should accurately reflect the narratives presented, avoiding misleading representations that obscure the realities of civilian suffering.

Under international law, media outlets have a responsibility not to support Israel's war crimes by failing to report accurately and impartially. By perpetuating biased narratives, you risk complicity in ongoing violations of human rights and international law.

We expect immediate corrective actions in your reporting to ensure fairness and integrity. Anything less will perpetuate systemic racism and the ongoing dehumanization of Palestinians.

Sincerely,

[Your Name]

Keywords/Hashtags: #EqualLivesMatter #StopDehumanizingPalestinians #FairReporting

Commonly Misused Terms and Suggested Alternatives

1. "Clashes"
 - Alternative: "Violent confrontations" or "attacks by Israeli forces."
 - Rationale: "Clashes" implies equal responsibility, misrepresenting the power dynamics in the conflict.
2. "Victims of attacks"
 - Alternative: "Palestinians killed" or "casualties in Gaza."

- *Rationale*: The report notes that Israelis were referred to as victims 11 times more than Palestinians, which skews the narrative
3. "Retaliation"
 - Alternative: "Aggressive actions" or "offensive operations."
 - *Rationale*: This term often implies justification without acknowledging the context of prior events.
 4. "Incursion"
 - Alternative: "Invasion" or "military operation."
 - *Rationale*: "Incursion" can downplay the severity of military actions taken against Palestinians.
 5. " Hamas-run"
 - Alternative: "Palestinian authorities" or "Gaza Health Ministry."
 - *Rationale*: This label can delegitimize claims from Palestinian sources by casting doubt on their credibility
 6. "Collateral damage"
 - Alternative: "Civilian casualties" or "non-combatant deaths."
 - *Rationale*: This term dehumanizes victims and minimizes the impact of military operations.
 7. "Peace process"
 - Alternative: "Negotiation efforts" or "peace talks."
 - *Rationale*: "Peace process" may imply ongoing efforts when significant progress has often stalled.
 8. "Terrorists" vs. "Militants"
 - Alternative: Clearly define based on context. Use "armed groups" or "Palestinian fighters" when discussing actions against occupation.
 - *Rationale*: The labeling can influence perceptions; clarity about the context helps maintain objectivity.
 9. "Beheaded babies"
 - Alternative: Reference this phrase only in discussions of misinformation or sensationalism.
 - *Rationale*: This term was heavily criticized for being a misleading representation of events that inflated fear and misinformation

Source: [5Pillars](#), [Tasnim News](#)

4. Claims

CfMM Findings

- Media outlets have repeatedly amplified Israeli claims without proper fact-checking or verification. After these claims are broadcast, there is often no clarification or correction when they are found to be false.
- There were **361 TV news clips** containing the terms "beheaded" and "babies," with nearly **50% of these** appearing on right-wing channels like Talk TV (27%) and GB News (20%), while Sky News accounted for 14%.

- Only **52** of the **361 mentions** provided any sufficient challenge, rebuttal, or questioning of the claims.
- Non-mainstream investigative journalists often debunk false narratives that mainstream media fail to challenge.
- Some media outlets allow Israeli spokespeople to repeat unfounded claims without challenge, even after these have been proven false.
- Despite clear ideological differences between ISIS and Hamas, Israeli spokespeople often claim that "Hamas is ISIS," which goes unchallenged.
- Media does not always disclose the Israeli connections and interests of certain Western "experts" when they are given a platform.

What We Demand from the Media

- News outlets should approach claims from both parties with skepticism, especially when there is a history of falsehoods from the Israeli government and IDF.
- Any Israeli claims reported should be contextualized with a caveat indicating that they have not been verified by independent sources and may have been previously proven false.
- When a claim has been reported or amplified and later shown to be false or doubtful, media outlets must clarify this across all platforms and in subsequent related news reports.
- Experts and commentators with Israeli connections should be transparently identified for context when presented to the audience.

Template 4: Demand Correction of False Claims

Subject: Demand Retraction of Unverified Claims in [Insert Article Title]

Dear [Editor/Journalist's Name],

Your article "[Insert Article Title]" has amplified unverified claims from Israeli officials, notably [describe the specific claim], without proper fact-checking or skepticism. This is particularly concerning given the extensive history of misinformation propagated by Israeli sources, such as the unfounded "beheaded babies" narrative, which was repeated 361 times without challenge.

We demand an immediate retraction of these false claims and a public clarification indicating that such information has not been verified by independent sources. Failing to correct misinformation not only inflames tensions but also undermines journalistic integrity.

Moreover, it is essential that when reporting on Israeli claims, you provide context that these statements have often been proven false in the past. Additionally, experts who have Israeli connections should be clearly identified as such, to provide your audience with the necessary context for evaluating their opinions.

As media, your duty is to ensure accuracy and accountability in your reporting. Anything less is a disservice to your readers and perpetuates systemic bias in coverage of the Israeli-Palestinian conflict.

Sincerely,

[Your Name]

Keywords/Hashtags: #VerifyClaims #StopMisinformation #MediaAccountability

5. Undermining Palestinian Sources of Information

CfMM Findings

- Israeli sources and claims are often favored over Palestinian ones, leading to a significant bias in reporting.
- The label “ Hamas-run ” has become a staple descriptor for the Gaza Health Ministry, which undermines its credibility and the accuracy of reported casualties. This label casts doubt on the validity of the figures provided by the ministry.
- The CfMM found that Israeli perspectives were referenced almost **three times more** in TV reporting (4,311 times) than Palestinian perspectives (1,598). In online news, Israeli claims were referenced almost **twice as much** (2,983 vs. 1,737).
- Pro-Palestinian voices seeking to provide context are often silenced or accused of supporting Hamas and the attacks on October 7.
- Pro-Palestinian advocates are frequently required to condemn the October 7 attacks to participate in discussions, whereas pro-Israeli voices face no similar scrutiny regarding Israel’s actions in Gaza.

What We Demand from the Media

1. **Terminology:** Avoid using the term “ Hamas-run ” when referring to the Gaza Health Ministry. Instead, refer to it as the Ministry of Health in Gaza, the Gaza Health Ministry, or the Palestinian Health Ministry, as recognized by the United Nations.
2. **Caveats:** If the Gaza Health Ministry is prefaced with “ Hamas-run, ” then a caveat should be included to state that the figures have been verified by credible sources.
3. **Context for Israeli Claims:** Provide context when discussing Israeli claims, noting that many have been proven false. It is also essential to mention the political context, including that the Israeli government is right-wing and includes far-right members, and that Netanyahu has been named a war criminal by international courts.

Template 5a: Demand Equal Credibility for Palestinian Sources

Your article "[Insert Article Title]" fails to uphold journalistic integrity by prioritizing statements from Prime Minister Netanyahu, who stands accused of war crimes. This biased approach not only distorts the reality of the conflict but also marginalizes Palestinian voices.

Israeli perspectives are quoted almost **three times more** than Palestinian ones. By amplifying Netanyahu's claims while ignoring or dismissing Palestinian narratives, your reporting perpetuates a dangerous imbalance that shields Israel from accountability for its actions, violating international law.

It is imperative that your coverage includes equitable representation of both Israeli and Palestinian perspectives. Failing to do so contributes to systemic bias and undermines the quest for justice in the region.

Media should serve to inform the public about the complexities of this conflict, not normalize violence and oppression.

Sincerely,

[Your Name]

Keywords/Hashtags: #BalancedReporting #EqualVoices #StopMediaBias

Template 5b: Demand Equal Credibility for Palestinian Sources

Subject: Demand Fair Representation of Palestinian Sources in [Insert Article Title]

Dear [Editor/Journalist's Name],

Your article "[Insert Article Title]" grossly misrepresents pro-Palestinian protestors as extremists and anti-Semites. This dangerous framing incites racial hatred and fuels division in our society. By perpetuating such harmful stereotypes, your reporting not only alienates communities but also implicates your outlet in the systemic oppression faced by Palestinians.

When media outlets prioritize misleading narratives, they become complicit in war crimes and violations of international law. The right to protest and advocate for justice is protected under various international human rights frameworks, including the Universal Declaration of Human Rights and the International Covenant on Civil and Political Rights. These instruments affirm that all individuals have the right to express their views and to gather peacefully, including those advocating for Palestinian rights.

Moreover, the struggle of Palestinians is a matter of human rights and self-determination, not a religious conflict. Framing it as such diminishes the legitimacy of their demands and ignores the realities of illegal occupation, as recognized by multiple UN resolutions, including UN Security Council Resolutions 242 and 338, which call for the withdrawal of Israeli forces from occupied territories.

We demand an immediate correction in your reporting. Pro-Palestinian protestors have the right to advocate for justice without being demonized. Your responsibility as a media outlet

is to provide balanced and accurate coverage, not to contribute to the marginalization of voices calling for justice.

Failure to uphold these standards is not just a breach of journalistic integrity; it supports ongoing injustices and racial hatred.

Sincerely,

[Your Name]

Keywords/Hashtags: #FairRepresentation #StopTheBias #HumanRights

6. Misrepresentation of Supporters of the Rights of Palestinians Under International Law

CfMM Findings

- Pro-Palestine rights advocates are frequently framed as violent, pro-Hamas supporters and anti-Semites who pose a danger to Jewish communities.
- Outlets like GB News and Talk TV accounted for **42%** of total references depicting protestors as pro-Hamas.
- The chant "From the river to the sea" was mentioned **590 times** across TV broadcast channels, often with a negative connotation that misrepresents its intent.

What We Demand from the Media

- Pro-Palestinian protestors have the right to advocate for Palestinian rights without being framed as extremists or anti-Western.
- The weaponisation of anti-Semitism to discredit individuals or the entire pro-Palestinian movement must cease immediately.
- Media outlets should robustly challenge those who seek to tarnish or misrepresent pro-Palestinian advocates.
- The Israel-Palestine conflict should not be framed as a religious or jihadist conflict but should focus on legitimate Palestinian demands for statehood and rights.
- Reporting on hate crimes and abuse should not create a hierarchy of racism; all forms of hatred should be treated equally.

Template 6a: Demand Accurate Representation of Pro-Palestinian Protestors

Subject: Demand Fair Representation of Pro-Palestinian Protestors in [Insert Article Title]

Dear [Editor/Journalist's Name],

Your article "[Insert Article Title]" grossly misrepresents advocates of Palestinian rights as extremists and anti-Semites. This dangerous framing incites racial hatred and fuels division in our society. By perpetuating such harmful stereotypes, your reporting not only alienates communities but also implicates your outlet in the systemic oppression faced by Palestinians.

When media outlets prioritise misleading narratives, they become complicit in war crimes and violations of international law. The right to protest and advocate for justice is protected under various international human rights frameworks, including the Universal Declaration of Human Rights and the International Covenant on Civil and Political Rights. These instruments affirm that all individuals have the right to express their views and to gather peacefully, including those advocating for Palestinian rights.

Moreover, the struggle of Palestinians is a matter of human rights and self-determination, not a religious conflict. Framing it as such diminishes the legitimacy of their demands and ignores the realities of illegal occupation, as recognised by many UN resolutions, including UN Security Council Resolutions 242 and 338, which call for the withdrawal of Israeli forces from occupied territories.

We demand an immediate correction in your reporting. Pro-Palestinian protestors have the right to advocate for justice without being demonised. Your responsibility as a media outlet is to provide balanced and accurate coverage, not to contribute to the marginalization of voices calling for justice.

Failure to uphold these standards is not just a breach of journalistic integrity; it supports ongoing injustices and racial hatred.

Yours sincerely,

[Your Name]

Keywords/Hashtags: #FairRepresentation #StopTheBias #HumanRights

Template 6b: Demand Accurate Coverage of Pro-Palestinian Protest Marches

Subject: Demand Accurate Representation of Pro-Palestinian Protest Marches in [Insert Article Title]

Dear [Editor/Journalist's Name],

Your article "[Insert Article Title]" egregiously underestimates the number of attendees at recent pro-Palestinian protest marches, failing to reflect the substantial support from diverse communities—Jews, Christians, Muslims, and others—united in calling for justice and equality. By framing these peaceful demonstrations as inconsequential in numbers or as

sources of tension, you ignore the essential truth: the protestors are advocating against an illegal occupation.

The International Court of Justice (ICJ) has affirmed that Israel's actions in the occupied territories are violations of international law. The UK government is legally obliged to hold Israel accountable for its war crimes, rather than supporting them.

We demand that your reporting accurately reflects the true scale and peaceful nature of these protests, recognising the legitimacy of the voices calling for justice.

Failure to cover these marches honestly not only undermines journalistic integrity but also contributes to the ongoing injustices faced by Palestinians.

Yours sincerely,

[Your Name]

Keywords/Hashtags: #AccurateCoverage #PeacefulProtests #StopMediaBias

Media Complaint Pathways

Below you can find the details of how/where to complain to the various media outlets, as well as specific tips that are primarily tailored to the specific media outlets mentioned, taking into account their unique approaches and standards.

Accountable Media and Unmute Humanity have made complaining to news outlets and regulators seamless. You can click on the links below to create generic complaints targeted at specific media:

- [Accountable Media](#) – Sky News, BBC
 - complaints submitted through our form can now be **directly integrated into the complaint systems of the BBC, OFCOM, and IPSO**. This means:
 - Your concerns will be officially logged in these organisations' weekly and biweekly reports.
 - We can better track the impact of our collective actions.
 - For publishers without formal complaint systems, we will continue to ensure your concerns are directed straight to their inboxes, with our AI-powered tools personalising each complaint for maximum impact.
- [Unmute Humanity](#) - CNN/CBS/NPR

Note:

- **Quick Complaints:** Complaints don't need to be lengthy or overly detailed. A concise, impactful message is often more effective.
- **Single Focus:** Cover one specific article or issue in each complaint to enhance clarity.
- **Volume Matters:** The number of complaints can sometimes be more effective than the length of individual complaints.
- **Rejection:** if your complaint is not upheld, challenge the rejection. Consider sending the rejection to your MP if he/she is sympathetic—and maybe direct it to the Culture Secretary, currently Lisa Nandy.
- **Social media:** sometimes criticising an online headline (eg on the BBC website) via X can be [effective](#)
- **Praise:** Acknowledge and praise media outlets for good reporting
- See CMMR guide on [media complaints](#)

Print Media Complaints

It's important to note that **print media in the UK** has no legal obligation to maintain fairness or balance in reporting. However, some responsible outlets like *The Guardian*, *The Financial Times*, and *The Independent* generally strive for accuracy and may be open to corrections. On the other hand, many tabloids often prioritize sensationalism over truth, manipulating facts to suit their agenda. While it's worth submitting factual corrections to responsible outlets, keep in mind that the print regulator **IPSO** has been criticized for its lack of enforcement and rarely upholds serious complaints.

Here are some key pathways for submitting complaints to print media:

1. **The Guardian**

Email: reader@guardian.co.uk

Tip: Emphasise their commitment to integrity and accuracy. Highlight any misleading claims, particularly in the context of the Israeli-Palestinian situation.

2. **The Independent**

Online Complaint Form: <https://www.independent.co.uk/service/contact-us-759589.html>

Tip: Stress the importance of balanced viewpoints. Point out disparities in how Palestinian and Israeli perspectives are reported.

3. **The Economist**

Online Contact Form: <https://www.economist.com/help/contactus>

Tip: *The Economist* prides itself on analytical rigour. Challenge any lack of thorough investigation, particularly any unverified claims.

4. **The Telegraph**

Online Complaint Form: <https://www.telegraph.co.uk/contact-us/>

Tip: Focus on emotional language and framing that skews perceptions. Request a reevaluation of how these narratives are constructed.

5. **Times of London**

Email: feedback@thetimes.co.uk

Editors' Code Complaint Form: <https://www.thetimes.co.uk/contact-us>

Tip: Emphasise accuracy in portraying both sides. Provide specific instances of bias with factual evidence.

6. **Financial Times**

Email: corrections@ft.com

Tip: Highlight the FT's reputation for accuracy. Urge them to apply the same rigorous standards to their reporting on the Israeli-Palestinian conflict.

7. **Daily Mail**

Email: corrections@mailonline.co.uk

Online Complaint Form: www.dailymail.co.uk/readerseditor

Tip: Focus on sensationalism and inaccuracies. Stress the need for responsible reporting that reflects the situation on the ground.

8. **Express**

How to complain: <https://www.express.co.uk/contactus>

General Complaint Form: readercomplaints@reachplc.com

Tip: Challenge their framing of pro-Palestinian supporters as extremists. Request balanced coverage that respects the right to protest.

9. **Daily Mirror / Sunday People**

Email for Factual Inaccuracy: ftr@mirror.co.uk

General Concerns Email: feedback@mirror.co.uk

Tip: Encourage clear, factual reporting of events and the motivations behind protests for Palestinian rights.

10. **The Sun**

Editors' Code Form: <https://www.thesun.co.uk/editorial-complaints/>

Email for Non-IPSO Issues: ombudsman@the-sun.co.uk

Tip: Critique sensationalist headlines and demand accountability in presenting Palestinian voices and narratives.

Broadcast Media Complaints

Unlike print media, **broadcast media** in the UK is required by law to maintain fairness and balance under the Broadcasting Code, enforced by **OFCOM**. OFCOM plays a critical role in ensuring that broadcasters adhere to strict rules of accuracy and impartiality. As such, complaints about biased or misleading coverage are more likely to result in corrections or sanctions through OFCOM. For this reason, complaints to OFCOM about broadcast media are often more effective in addressing bias or misinformation.

1. **The BBC**

Online Complaint Form: <https://www.bbc.co.uk/contact/complaints/make-a-complaint/>

Phone: 03700 100 222

Tip: to get past their cursory reply and get your complaint lodged by OFCOM, see full instructions in para below.

2. **ITV**

Email: viewerservices@itv.com

Phone: 0344 88 14150 (option 4)

Tip: Call for factual corrections in their reporting and urge them to respect all sides of the situation without bias.

3. **Channel 4**

Contact Form: <https://www.channel4.com/4viewers/contact-us>

Phone: 0345 076 0191

Tip: Ensure they highlight Palestinian perspectives alongside Israeli narratives. Call for a fair representation of facts.

4. **Sky News**

Email: viewerR@sky.uk

Phone: 03442 410 265

Tip: Emphasise the need for accuracy in reporting. Challenge any unverified claims and request corrections where needed.

5. **Ofcom**

Website: <https://www.ofcom.org.uk/complaints>

Tip: Leverage the fact that Ofcom oversees standards for fairness and accuracy in broadcast content. Point out any failures to meet these standards, citing specific breaches where applicable.

BBC: How to get past the cursory response and get your complaint lodged officially

Step 1: Visit the Make A Complaint web

page <https://www.bbc.co.uk/contact/complaints/make-a-complaint/#/Complaint%20Summary>

Step 2: Select "General BBC" from the drop down and then select "No" regarding previous complaint. Click continue.

Step 3: Choose "Bias" as the category. Enter a title for your complaint. Maybe some variation of "Failure to treat Palestinian hostages as people". Then enter your complaint. Try to specify the coverage you're referring to. If you can stomach watching the TV coverage, try to be specific to the show, date and time. See the JfP media guide for some great language around bias, quality references and tips.

Step 4: Select "Yes" to requiring a response then Continue.

Step 5: Add your contact details. You will need your home address, phone number and email address.

Step 6: Continue to the review screen where you can read it all again to make sure, then submit.

Step 7: Verify your complaint by going to your email and clicking the link the BBC will send.

The BBC will then send you a case number with the text of your complaint. Since you requested a response, you should expect a cursory response within 10 days.

Once you receive a response, note down the case number then repeat steps 1 and 2 but this time select "Yes" in the drop down asking if this is a previous complaint. Repeat the

following steps but this time include the case number you in the body of the complaint and in the prompted field. Focus this time on why their response is unacceptable. Make sure you do this within 20 days of BBCs response or you will lose the ability to escalate.

If you repeat the whole thing AGAIN after the BBCs second response, you should get a letter from the Executive Complaints Unit. Only after this will Ofcom accept complaints about the BBC.

Goal = getting an ECU letter and/or seeing your complaint addressed publicly in one of their published reports. It's on record for when the tide turns towards justice and human rights for all.