

# CJPME Media Centre User Guide

## General Overview

As part of the CJPME Media Centre team, you'll be part of a team helping to hold Canadian media accountable for fair coverage of the Middle East, especially on the topic of Israel-Palestine. People wishing to be involved in CJPME's Media Centre must sign up at <http://cjpme.org/mc> (The sign-up for the Media Centre is generally self-explanatory, but full instructions can be found in [Step 0 of this guide.](#))

The current guide is a user guide for the two types of users of CJPME's new Media Centre (launched 2016):

- Media Responder – There are dozens of active Media Responders involved with CJPME's Media Centre
- Media Researcher – There is only a small number of people who are Media Researchers, as this role requires a lot of time

**Media Responder:** While there are no “hard and fast” qualifications for involvement, being a Media Responder is a privilege and opportunity, and individuals signing up for the Media Centre must agree to professional conduct as defined in the Centre's “Terms of Participation” (see [http://cjpme.org/mc\\_terms](http://cjpme.org/mc_terms).) As a Media Responder, you have several roles you may play:

1. Respond to media alerts. Alerts are issued no more than once or twice a week, and Responders are asked to participate in the media alerts as frequently as possible. Once signed up, responders will be informed of alerts by email. When you receive the alert email, it will contain a link to the article in question, and either a) the email to which you should send your letter to the editor, or b) a form in which you should write your letter to the editor.
2. Post articles to the Media Centre. Responders are encouraged to post any articles they think may be interesting to other Media Centre participants. To post an article to the Centre, Media Responders should follow the instructions in [Step 1.a. of this guide](#). Once logged into the Media Centre, you can see all posted articles via [http://cjpme.org/mc\\_private](http://cjpme.org/mc_private)
3. Inform media researchers of potential problem articles. Responders should feel free to email Researchers any time they think they have identified a problem article. We recommend that you post the article to the Media Centre – see [Step 1.a. of this guide](#) – and then email the Media Researchers at [mc@cjpme.org](mailto:mc@cjpme.org) to inform them of the article and the issue. Once logged into the Media Centre, guidelines on what constitutes a problem article can be found here: [http://www.cjpme.org/mc\\_concerns](http://www.cjpme.org/mc_concerns)

**Media Researcher:** Researchers have all the privileges and opportunities of the Responders. However, in addition, they are able to:

4. Launch media alerts. The alerts are sent by email to all Media Centre participants, and enable participants to send emails of complaint/thanks to media outlets which have published a recent problematic/excellent article.

## Media Researcher Overview

**To create a Media Alert with CJPME's Media Centre tool, there are three steps:**

1. Post the article to CJPME's Media Centre
2. Develop the content of the alert in the MS Word template
3. Put the alert into an email, and send

### **Step 1: Post the article to CJPME's Media Centre**

This can be done in one of two ways – both of which are presented in the guide below. Either

- a) As a “user” (i.e. Media Responder) on the Media Centre (see Step 1.a. below), or
- b) From within the admin console of the Media Centre (see Step 1.b. below)

Using method a) above is slightly faster initially, although you may still want to go into the Admin Console later to add additional information to your post. However, method a) does not allow you to change the date attached to a post, nor does it allow you to add either topic or author tags to the article. Method b) is a slightly slower method of posting the article, but you put in all the pertinent information from the start: date, topic and author tags, etc. Also note that Method b) is only available to “Media Researchers” or other admin console users in CJPME's NationBuilder platform.

### **Step 2: Develop the content of the alert in the MS Word template**

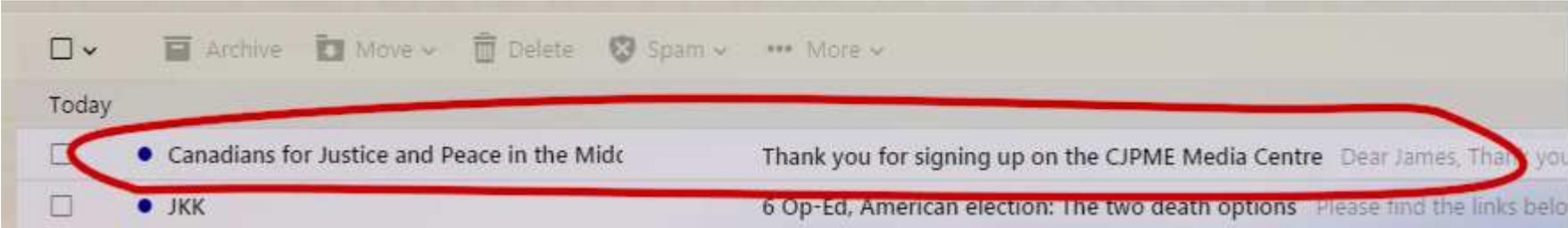
In order to keep the process clean and simple, there is a template for MS Word that has been developed. The Media Researcher can insert all the necessary data into this template – via a simple and stepwise process – before moving to the “email blast” step of the process.

### **Step 3: Put the alert into an email**

Once the template has been completely filled out from Step 2, the alert can be pasted into a prepared “email blast.” Once pasted and saved, the Media Researcher can send a test email to him/herself to verify that everything looks good. If all is good, the Media Researcher can send the alert in a blast that goes automatically to those who are signed up as Media Responders.

## Step 0: First time sign up as a Media Reponder on the CJPME Media Centre

<p>1. If you have never signed up to the CJPME Media Centre, go to <a href="http://cjpme.org/mc">http://cjpme.org/mc</a> and click the “Sign up now” button.</p> <p>Note: The sign-up is a one time act: If you have already signed up on CJPME’s Media Centre and have a Media Centre password, you do not need to “Sign up” again.</p> <p>If you signed up earlier, and have forgotten your Media Centre password, you may click here to reset it: <a href="https://cjpme.nationbuilder.com/users/password_resets/new">https://cjpme.nationbuilder.com/users/password_resets/new</a></p>	<p>HOME &gt; MEDIA CENTRE</p> <h3>WELCOME TO THE CJPME MEDIA CENTRE</h3> <p>—</p> <p>Already have an account? <span style="border: 2px solid red; border-radius: 50%; padding: 2px;">Don't have an account?</span></p> <p><b>SIGN IN</b> <b>SIGN UP NOW</b></p> <p>If you already have a Media Centre account, and are already a Responder or a Researcher, you may <a href="#">click here to log in to CJPME's Media Centre</a>. If you do not already have a Media Centre account, you can get one here by <a href="#">signing up as a Media Responder</a>. For the terms and conditions of participation in CJPME's Media Centre, <a href="#">please click here</a>.</p>
<p>2. Fill out the sign up fields in the form that appears. All fields must be completed fully.</p>	<h3>MEDIA CENTRE SIGNUP</h3> <p>—</p> <p>First Name <input type="text"/></p> <p>Last Name <input type="text"/></p>

<p>3. Media Centre users are required to click a checkbox indicating agreement with the Centre's Terms of Participation. Click on the provided link to review the Terms. The Terms require professional and polite participation, in line with CJPME's Mission and Vision.</p> <p>Click on the "Signup" button to continue.</p>	<p>Address (Street, City, State, Postal code)</p> <p>9880 Clark St., Suite 225, Montreal, QC H3L 2R3</p> <p><input checked="" type="checkbox"/> I agree to the CJPME Media Centre terms of participation. <a href="#">Click here to view the CJPME Media Centre terms of participation.</a></p> <p><b>SIGNUP</b></p>
<p>4. If all the forms on the previous form were properly filled out, you will get a confirmation message like that at right. Now go to the email account you just provided on the signup form.</p>	<p>Please check your e-mail for a link to activate your account <span>✕</span></p> <p><b>WELCOME!</b></p> <p>HOME &gt; MEDIA CENTRE</p> <p><b>MEDIA CENTRE SIGNUP</b></p> <hr/> <p><b>HI JAMES EMERSON, THANKS FOR JOINING!</b></p> <p>If you're not James Emerson, <a href="#">click here to signup.</a></p>
<p>5. At the email account that you provided on the signup form, you should see an email like the one below. Open this email.</p> 	

6. In the email, click on the “activate your account” to proceed.

**Canadians for Justice and Peace in the Middle East** <info@cjpme.org> Today at 1:39 PM  
To James Emerson

Dear James,

Thank you for signing up as a Media Responder on CJPME's Media Centre.

Before you can participate as a Media Responder, you need to [activate your account](#). You will be asked to create a password which you will use to access the private areas of the Media Centre in the future. [Proceed to account activation by clicking here.](#)

Best regards,

The CJPME Media Centre Team

7. At the resulting Web form, set the password for your Media Centre account, and click “Activate account” to complete the signup process. You will be taken to the Media Centre main page.

You are now signed up as a Media Responder, and will start to receive media alerts from the Media Centre.

In the future, when you wish to access the Media Centre, you should use the email and the password you just selected to log in.

To access the Media Centre, go to <http://cjpme.org/mc>

### Choose your password

### Repeat password

**ACTIVATE ACCOUNT**

## Step 1,a: Post an article to CJPME's Media Centre, as a "user" on the Media Centre

### Choose the article, and log into the Media Centre

8. Find the article on the Internet for which you want to create a media alert. Keep this page open on your computer.
9. Go to the CJPME's Media Centre:  
<http://cjpme.org/mc> Sign in, if necessary.

### WELCOME TO THE CJPME MEDIA CENTRE

Already have an account?

**SIGN IN**

Don't have an account?

**SIGN UP NOW**

If you already have a Media Centre account, and are already a Responder or a Researcher, you may [click here to log in to CJPME's Media Centre](#). If you do not already have a Media Centre account, you can get one here by [signing up as a Media Responder](#). For the terms and conditions of participation in CJPME's Media Centre, [please click here](#).

### Choose the media stream

10. Choose the Media Stream to which you want to publish the article. The Media Centre has media streams for all the major Canadian media, plus a number of "catch all" streams for articles and media outlets which do not warrant a dedicated stream for themselves.

In this example, we have an article from the Globe and Mail stream. So we click on the existing Globe and Mail icon to access the stream.

### MEDIA CENTRE - MAIN PAGE

Welcome to the Media Centre Private Area. Only authenticated Media Centre Responders have access to this page and the other pages associated to it. For hints on what types of things to be [looking for in media coverage](#), [click here](#). For a ideas on [use of lexicon in letters and interaction](#) with Canadian media, [click here](#).

Beta testing: For an initial list of articles set up by our Media Researchers, [please click here](#).

#### MEDIA OUTLETS:



Calgary Herald



CBC news

CBC News



Edmonton Journal



Globe and Mail

### Insert the article title

11. At the top of each stream, you will see a text box, inviting you to paste the title of the article into it. Click in the text box, and paste the title. As soon as you click in this text box, a second box will open up underneath it.

### GLOBE AND MAIL

Add an article: paste the title here, and the article below

#### After the terror: A time for calm reflection, not policy on the fly

2016, Mar 31, Posted by: Khaoula Chehbouni

By Paul Heinbecker, published on November 23, 2015

It's time for cool heads, not snap judgments. There is time and reason to proceed cautiously on the questions of war and peace raised by the attacks on Paris, Beirut, Ankara and, most recently, Bamako. We should not...

#### Saudi Arabia targets Hezbollah, and Lebanon will pay the price

2016, Mar 31, Posted by: Khaoula Chehbouni

By Michael Bell and Tom Najem, published on March 16, 2016

### Insert the article author, date, and body

12. In this second box, type the name of the Author, and the date of the article.

Press the Enter key once (after the author name, and publishing date) to provide some spacing under the author and date, then copy (ctrl-C) and paste (ctrl-V) the article directly from its Webpage into the box.

Once the article is pasted in the box, click on the POST button. When the article is posted, you are sent to the page hosting your article. To return to the media stream, click

### GLOBE AND MAIL

UN urges Ottawa to restore funding for Palestinian refugee program

By Michelle Zilio, published on March 21, 2016

POST

#### After the terror: A time for calm reflection, not policy on the fly

2016, Mar 31, Posted by: Khaoula Chehbouni

By Paul Heinbecker, published on November 23, 2015

### 13. Important pointer while pasting articles:

- a. **Copying:** Copy the article from top to bottom. It tends to give a cleaner result
- b. **Copying:** When copying, you can ignore advertisements and photos *in the middle* of the article. i.e. your “copy” block can include them as you make your “copy” selection.
- c. **Copying:** When copying, when you arrive at the bottom of the article, make sure your “copying” doesn’t also grab advertisements *from the left or right side of the page*.
- d. **Pasting:** If there are any images that get pasted with the article, you can delete them. If the inclusion of an image is pertinent to the problematic nature of an article, you can leave it in. There is no harm in leaving the image it – it simply makes the article longer.
- e. **Pasting:** If there are images with captions, make sure you delete the captions as appropriate

### Return to the media stream to ensure the article appears correctly

14. After you click the “Post” button when submitting an article, you will be taken to the page hosting the article. To return to the main media stream, click on the “breadcrumbs” link for the media stream at the top of the page (see red circle in graphic on right.)

HOME > MEDIA CENTRE > MEDIA CENTRE - MEMBERS-ONLY AREA > **GLOBE AND MAIL**

## UN URGES OTTAWA TO RESTORE FUNDING FOR PALESTINIAN REFUGEE PROGRAM

By Michelle Zilio, published on March 21, 2016

The United Nations High Commissioner for Refugees is calling on the Liberal government to restore Canada’s funding for the UN agency that works with Palestinian refugees, six years after the former Conservative government cut support over the organization’s alleged ties to Hamas.

Filippo Grandi, who also served as the head of the UN Relief and Works Agency (UNRWA) from 2010 to 2014, said he hopes Canada will revive its funding for the organization, which was set up in 1950 to help Palestinian refugees. The high commissioner’s comments come as the government works to return to its role as an “honest broker” in the region.

