

WELL-FOUNDED FEAR

a film by SHARI ROBERTSON / MICHAEL CAMERINI

Media Tips and Local Press Opportunities

Sample Letter to the Editor

Once the film is shown on TV or reviewed in the paper, write and tell the editor what you thought. You want to get the letter printed, so look at letters that appear in that paper and tailor yours to the space requirements. Usually, it is wise to make the letter short (two to three paragraphs), specific and strong. Here is a format that you can use to help you prepare your letter to the editor:

Letter to the Editor Worksheet

(Newspaper name)

(Newspaper address, fax or e-mail)

DATE

Dear Editor:

On June 5, I watched a PBS/P.O.V. film called *Well-Founded Fear* — a groundbreaking film which takes us "behind the scenes" for a glimpse of the political asylum process.

(In this paragraph, describe your response to what you saw. Were you inspired? Outraged? Torn? Moved? Surprised? Then link this to current conditions in your community. For example, "San Francisco is home to thousands of Salvadoran refugees. How much do we really know about what they've been through, and what they have to do to make a new life here?" OR, "How many of us realize that in Baltimore alone, we have refugees from xxx different countries?")

As a (teacher, human rights activist, volunteer attorney, etc.) I feel it is important that more Americans learn about the process of political asylum and the life and death decisions that are made every day — in our names.

Sincerely,

(Signature)

(Name, address, daytime phone number, e-mail address)

Sample Media Advisory, Pre- or Post-Broadcast

Use the broadcast of *Well-Founded Fear* as an opportunity to generate media stories about local refugee and immigration issues and human rights work being done in your community. If you are planning a "sneak preview" screening of *Well-Founded Fear*, use the following media advisory to draw attention both to the film and the work of your local organization.

FOR IMMEDIATE RELEASE

(Date)

Contact: (Name)

(Phone number)

Faith-based Leaders Convene for Preview of *Well-Founded Fear*

Discussion on Bay Area Human Rights and Asylum Issues

San Francisco, CA – On Wednesday, March 24, 2000, faith-based leaders representing Bay Area churches, synagogues and mosques will preview the upcoming PBS special, *Well-Founded Fear*, and use the film to spark a constructive conversation about human rights, asylum and refugee issues facing the San Francisco Bay Area. The San Francisco FAITHS Initiative and KQED's Television Race Initiative will host the half-day event at the San Francisco Main Library.

The screening and conversation will take place at the San Francisco Main Library, on Wednesday, May 24 in the Koret Auditorium, 100 Larkin Street (Civic Center exit on BART) from 10 a.m. to 2 p.m.

The keynote speaker is Bishop Swing from the Episcopal Diocese of Northern California. Featured participants include leaders from San Francisco's faith community – including Rabbi Alan Bennet from Temple Emanu-El, Reverend Kelvin Sauls from Downs Memorial United Methodist Church, and Betty Canton from the Interfaith Coalition for Immigrant Services.

On June 5, 2000, PBS will premiere the P.O.V. presentation *Well-Founded Fear*. *Well-Founded Fear* is a documentary about what goes on behind the electronic doors of the asylum office, the dramatic real-life stage where American ideals about human rights collide with the difficult task of trying to know the truth. It is an intimate world never before seen on screen – asylum officers, lawyers, translators, economic migrants, legitimate refugees looking for protection, all focused on the confidential interviews that are the heart of the asylum process. *Well-Founded Fear* enters the closed corridors of the INS for a close-up look at what has been called "the Ellis Island of the 21st century."