

Markéta Kutilová - Femisfera.cz

1. Press Release - Writing and Publishing

2. Facebook

1. Press Release - Writing and Publishing

What precedes the writing of a press release:

- know exactly what, where, when, what time it's going to happen
- who is responsible
- there is a link to the project website, or photos

Press Release (PT):

- must contain new information, news, interestingness
- must contain HLP = deep human story
- must be written and sent out **14 days** to a **WEEK** before the event (depending on whether you are targeting monthly/daily magazines)
 - if it is a large event, two TZs can be sent:
 1. alert you to the event - that something like this is coming up (even a month before)
 2. provide details, program (week before)
- the whole TZ should not be longer than 2 A4, of course 1 A4 is ideal

TZ essentials:

HEADER - the name of the organization - just like a header

DOMICIL - date and place of issue

PRESS RELEASE - state that this is a Press Release ☺

TITLE - give the most concise summary of the event, but don't worry about it all day (journalists will overwrite it anyway)

PEREX - introduction/excerpt - the perex is our chance to attract journalists - most journalists will only read the perex, so it's important to get everything essential in it.
If we have a celebrity - use/quote in perex ☺

TEXT - when writing the text, do not think about what we have already stated in the perex - this is the new text

- must include what, where, when, what time, who and why (why can be further)
- HLP
- quotes: can appear in the introduction - use a real statement by a real person, they have to agree and we have to use their full name (a journalist can get caught by HLP and want to write an article about the person... if they then find out the article doesn't exist, they'd be in trouble)
The statement must be interesting and punchy.
Don't use quotes from more than 2-3 people, it becomes cluttered.
- At the end - the least essential info (the journalist throws out the last two paragraphs without reading them, if he needs to cut short)

END - Organizers

Web

Logo

s

+ contact person who is able to give more info, who has something to say: **jm. + phone and email**

"For more information and photographs, please contact spokesperson Markéta Tauerová"

PHOTOS - do not send via email with the press release, at most send a link to the repository - full print quality photos!

Can be added to the text - a way to attract attention (*see sample TZ below*)

SPREAD OF THE TS

- **SEND AT THE BEGINNING OF THE WEEK - MON/FRI (never on Friday)**
- Don't send unless at least one other person has read it, preferably two!
- Think about who I'm targeting, what industry I'm targeting, and contact a specific person accordingly. In regional newspapers, for example, two people do everything, so there is no thematic division.
 - The BASIS is to publish the TS via **CTK - all Czech media draw from CTK.**
! Send a WEEK BEFORE the event - it takes min 2-3 days before they release

It is best to find a specific person (there are emails and phone numbers on the website - depending on the category). Call: *We're from that organization, we publish TS, I'll send you, can you publish?*

Write: *Hello Mr. Borovička, I am sending you a TZ and ask you to publish it*

- Regional media - find contacts for local journalists
- After sending, it's good to call 1-2 days later: *we sent you the TS, you got it, you need to add something, are you gonna release it, and when are you gonna release it?*
HLP can be offered, personal meeting with the mentioned/quoted person (journalist can catch the story)
- Build a personal relationship with the journalist - meet, offer to collaborate - deliver stories, info, invitations
to events; invite to coffee, lunch - promise to get in touch when there is something to share.

More places to post:

kuzdyczudy.cz

informuji.cz

Radio Impuls - regional news

Radiožurnál - tips for the weekend (and probably not only): [collecting topics for a report](#)

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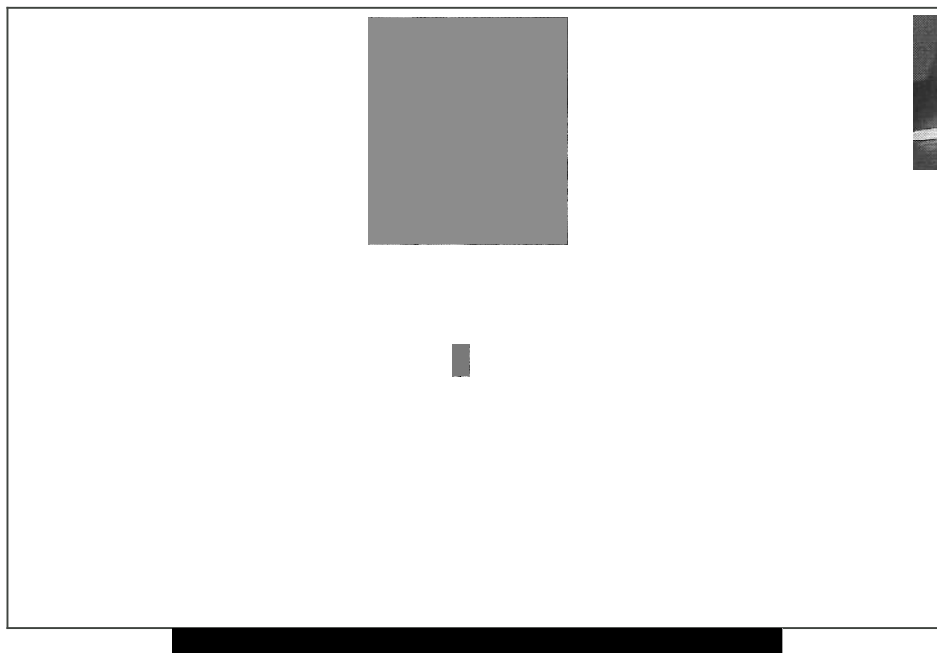
2. Facebook

Posts work best after 8am - until 2pm and then an evening after 8 at least between 3-6 when people are travelling from work, out and about etc.

TIP: If someone likes our post, you can go to their page and send them a request to like our entire page/page

Press release

Unbroken tells the stories of three women who rebelled harsh conditions in Afghanistan, India and Cameroon



The documentary **Unbroken**, about three women who **managed to defy their fate despite their difficult fate, was** completed by four authors Jarmila **Štuková**, **Olga Šilhová**, **Markéta Kutilová** and **Lenka Klicperová**. The three heroines of the film, an Afghan woman and the current Minister of Health, a young victim of an acid attack in India and a campaigner against the burning of breasts in Cameroon, are united by their strength to fight against human rights violations. The filmmakers, in turn, are united by the fact that as journalists, photographers and documentary filmmakers, they visit troubled areas of the country where war conflicts often take place.

Unbroken, a film about women who didn't let their fate break them, is awaiting alternative distribution in the near future. In addition to distribution on the Internet, the film will also be shown on Prima ZOOM television. Oryakhil is an Afghan gynaecologist and minister of health who worked in her field during the Taliban era, when women were not allowed to work. Ritu is a young woman from India who was doused with acid by attackers at the age of 17 because she refused a man's advances and now runs a charity café for women with a similar background. Fomuso, a Cameroonian, was seduced at the age of 12 by her teenage sister's breast ironing and is now a leading campaigner against the practice in her country. *"We live in a free country and we feel the need to point out places where women do not have such slimness. Every single published story, every film or any footage that highlights injustice in these countries is very meaningful,"* says **Jarmila Štuková**.

Oryakhil, from Afghanistan, has a medical degree, even though female literacy is only 15 per cent. Today she runs her own hospital for women, Malalai, where she sees a hundred patients a day, spreads sexual awareness and is also a minister in the Afghan government. *"Working in Afghanistan has been a great challenge, filming especially women in public is almost impossible. Moreover, Doctor Oryakhil was still very busy working in the clinics and we felt we could not ask her for more than a few hours of her time. Working for the Afghan women was just too much,"* says **Lenka Klicperová**. Finding someone in Cameroon who was dedicated to the fight against breast ironing was not easy. *"For the local society, breast ironing is taboo. It's something not to talk about,"* explains **Markéta Kutilová**. One third of girls in Cameroon and other West African countries go through the tradition of burning their breasts with a hot granite stone out of public view to protect them from rape. Although girls undergo the abominable procedure daily for about four months, its effect is never long-lasting. The documentary filmmakers filmed with a girl, Fomuso, from Bamenda, who has defied the practice and is campaigning in Cameroon against

breast ironing. The phenomenon of breast ironing is almost unknown in the Czech Republic and was documented for the first time in the film Unbroken. Klicperová, Kutilová, Šilhová and Štuková are thus the first Czech journalists to deal with the phenomenon in detail. In India, the directors decided to map the victims of Kysin's attacks and chose Rita, who despite her disfigurement lives an active life. Together with other disabled girls, she runs the Sherone café in Agra, where these women work and run the Stop Acid Attacks campaign with the support of people from all over the country. *"The project of the café for burnt women has been a great success, and thanks to the activities of Ritu and others, it is now possible to sentence attackers in India to up to twenty years in prison," says Olga Šilhová.* The filming of the documentary, which lasted three years, was also challenging due to the harsh conditions in the extreme areas, due to the limited time, which did not allow filming a single scene more than once or even a minute longer. *"Moving around Kabul, for example, always involves the risk of a suicide bomber blowing himself up somewhere, or of falling into the hands of kidnappers. Everything had to be adapted to security requirements," adds Jarmila Štuková.*

The film will be available to watch on 19 February at 8 pm and then in a repeat on 22 February at 1.55 pm on Prima ZOOM, from 19 February for free also on Prima-play.cz and then from 22 February also on Femisphera.com. The authors of the documentary Lenka Klicperová, Markéta Kutilová, Olga Šilhová and Jarmila Štuková are winners of Czech Press Photo awards. Lenka Klicperová and Olga Šilhová founded the civic association Femisphera, which now brings together more female personalities and focuses on documenting the issues of the third world with an emphasis on women's issues. Vice on www.femisphera.com The documentary Unbroken was produced with the support of the Czech Development Agency. Editing and dramaturgy is the work of **Adam Brothánek**, music by **Robert Jíša**. More at www.femisphera.com/nezlomene.

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SYNOPSIS

Three women, three heroines, three stories. They live in different countries, cultures, have different backgrounds and destinies. Yet they are similar. Ritu is a young woman from India who was doused with acid by attackers when she was 17.

Fomuso lives in West African Cameroon and fights against the old tradition of 'ehi' breasts. Oryakhil was born in Afghanistan, perhaps the worst country for a woman to be born in. Only 15% of women can read and write, and they are denied basic human rights in this country. Yet Oryakhil studied medicine and practised in secret even under the Taliban. Oryakhil, Ritu and Fomuso have defied the odds and help not only themselves, but others as well. Simple women who remain unbroken. Written, directed by Jarmila Štuková, Olga Šilhová, Markéta Kutilová, Lenka Klicperová
Length: 56 minutes

Conceived, directed, written by Jarmila Štuková, Olga Šilhová, Markéta Kutilová, Lenka Klicperová
Stitching and dramaturgy by Adam Brothánek
Director of photography Jarmila Štuková, Lenka Klicperová, Andrej Štuk, Olga Šilhová

Music by Robert Jíša

Recorded by 33

orchestra Housle: Mari

Yamamoto Vocals: Lucie

Freiberg **Sound:**

Sleepwalker

Translation by Barbora Šilhová, Veronika

Ječichová Subtitles and **graphics by** Martin

Zajíček

Collaborators in Afghanistan, Cameroon and India: Kannagi Khanna, Haroon Omar, Omid Yari, Cyril Fonjong, Manoj Sharma

Postproduction by Sleepwalkers (sound), Magic Lab (picture and mix) Runtime: 55 minutes