



Action Guide

Below we have listed some ways you can participate with Drop the I-Word.

Sign the pledge: Go to droptheiword.com

Write a letter to the editor: Use the sample letter to the editor in the toolkit, as a guide. Remind the outlet that the Associated Press stylebook (the standard usage guide used by journalists) expressly says not to use the i-word because it is widely considered dehumanizing. Ask them to stop using the i-word and any variations in stories or headlines.

Follow up on your letter to the editor:

Make a call or request an editorial meeting: Start with the reporter and editor in chief and ask them for a few minutes of their time. Tell them about why it's so important to drop the i-word. Present them with the media pledge and provide the sample style guide for their use.

Organize a community meeting: If they don't respond at all or refuse to change, organize family, friends and community members for more support. Use the Drop the I-Word video and discussion guide in the toolkit to introduce the campaign and engage in conversation. Ask them to send letters and make calls too, or organize a coordinated call-in day.

Escalate: If they still don't budge, escalate with a petition (offline or online) and other forms of protest. There are free petition and easy-to-use forms you can use online, or you can circulate a hardcopy petition, whatever works best for you.

Spread the word: Ask others to go to droptheiword.com to sign the pledge at DTIW.com and read our blog via Twitter, email or Facebook

Host a teach-in: Plan an event at your school, church or community center, see the teach-in guide in the toolkit for ideas on planning.