

ADVOCATING FOR POSITIVE CHANGE

JASON GARMAN | Communications Manager | Amnesty International Aotearoa New Zealand
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AMNESTY
INTERNATIONAL 

TELLING STORIES

Human beings connect with each other through stories
This is where the power to change the world lies

**COMMUNITIES ARE MADE UP OF PEOPLE.
ORGANISATIONS ARE MADE UP OF PEOPLE.
PEOPLE RELATE TO PEOPLE.**

Everyone has stories. Yours are precious. People want to hear them.

**STORIES ARE COLOUR.
SOUND.
EMOTION.
NOT JUST FACTS AND FIGURES.**

**When you taste food from your childhood, how does it make you feel?
What is it like to have family members overseas who are getting older?
Tell me about the sounds of birds you first heard when you moved to
New Zealand. How did it feel when you heard a racist comment at
work?
When was the last time a stranger did something kind for you?**

UPWARD SPIRAL:

THE MORE YOU TELL YOUR STORIES, THE MORE PEOPLE HEAR THEM.

THE MORE MEDIA OUTLETS AND FOLLOWERS TAKE NOTICE, THE MORE YOU TELL YOUR STORIES.

AND SO ON.

Start where you are.

You don't have to have a huge following, or have ever been on TV or radio before.

But start.

And please, keep at it – keep being willing to share some of yourself with the world.

**A DIVERSE COMMUNITY IS A WONDERFUL COMMUNITY.
STRONG, UNDERSTANDING, CARING, COMPASSIONATE, RESILIENT,
KNOWLEDGEABLE.**

**Your ethnicity is a great benefit to Aotearoa New Zealand.
When you speak, when you interact, hold this at the forefront of your
consciousness.**

THE STORY
THE CHANNEL
THE FORMAT

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THE STORY

Control the narrative by telling your own story (honest, first person, saying how you feel).

Share your positive vision of the future (bring others along with you).

Show what you're FOR, not just what you're AGAINST.

Appealing to our shared intrinsic values (social justice, equality, wisdom, freedom, self respect)

Don't let others set the frame (redirect interview questions back to your stories and points).

Avoid myth-busting.

Length: adjust your stories to fit the channel. Often it's just soundbites, short but vivid.

THE CHANNEL

Social media

Online (websites/microsites, blogs, comments on news sites)

Traditional media (press releases about news or events, opeds, feature stories about you/whanau/group)

THE FORMAT

Speaking (deliver a great interview, or a great quote).

Writing (as if you're speaking to people, not presenting a research report).

Video (thinking about the visual aspect of your story).

Photo (a single image can bring massive positive change).

Animation (new, emerging ways to convey information and move people).

Poetry (personal, human, emotive, connecting).

Performance (music, dance, theatre, sharing the beauty of your culture).

**THANK YOU FOR SHARING
YOURSELF WITH THE WORLD**