

# STRONGER MESSAGING

TO MAXIMIZE YOUR ACTIVISM

Presented by

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*Trans Pride LA*



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**GENDERMEDIA  
FOUNDATION**

# DOCUMENT EVERYTHING

TO EXPAND YOUR REACH AND CONTROL THE MESSAGE



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# DOCUMENTING PROTESTS

Stay mobile

Know your rights and be safe

Think like an editor

Work in a team

Go behind the curtain

Turn your work around quickly



WHY DOCUMENT EVERYTHING?

**Your work  
could become the  
defining moment  
of the event**



# AMERICAN CIVIL RIGHTS MOVEMENT



# VIETNAM WAR



# TIANENMEN SQUARE



# OCCUPY MOVEMENT





# BLACK LIVES MATTER



# AUDIO & VIDEO

PREPARATION IS KEY



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# INTERVIEW AND DEBATE PREPARATION

Focus the topic

Confirm interview type: video, phone, email

Research

Pick three key points maximum

Have short memorized responses

Prepare for the toughest questions

Early = on time, on time = late



# STAYING ON MESSAGE

Three key points

Statistics

Analogies

Don't make it about you

Practice while being filmed

Speak slowly and clearly

Make eye contact with interviewer

Keep responses short





# REMOTE VIDEO INTERVIEWS

Good lighting is key: face a window

No overhead light

Record yourself practicing in setup

Reduce noise:

- Close windows; turn off fans, AC, appliances;

- Move pets and kids

- Turn off anything that might make noise

Prepare the background and framing

Let others know you are recording (put up sign)

Close all other apps

Look at lens

Have a cheat sheet with three key points



# COMMON MISTAKES

Hot mic

No gear check

Poor lighting or sound on remotes

Jargon

Trash talk

Big hand and head movements

Answers over 15 seconds

Going off topic

Inappropriate dress – solids, no black or white, clean glasses

No last looks – hair, teeth, eyes, nose, lint/hair



# AFTER THE INTERVIEW

Thank the interviewer by email or mail

Ask for corrections

Get a copy

Publicize the interview

Get asked back



# **SOCIAL MEDIA**

JUST ONE PART OF A SUCCESSFUL STRATEGY



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# SOCIAL MEDIA BASICS

Social media supplements other work

Post regularly, preferably with automation

Stay on message

Use hashtags, geotagging, image tagging

Add photos, preferably with people

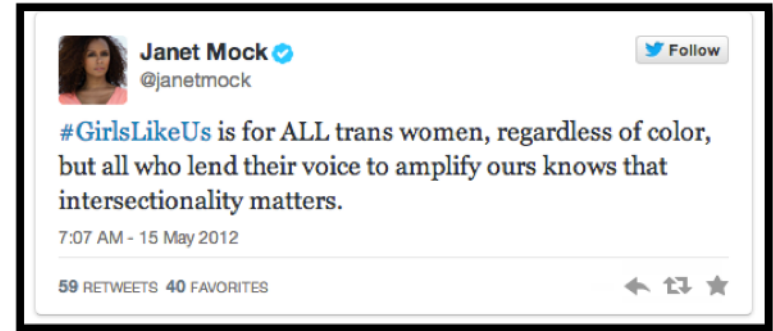
Ask questions and use polls

Monitor accounts and respond quickly

Check analytics

Have a team

Drive traffic to your site or app



# RAISING FUNDS

MONEY ABOUNDS IF YOUR MESSAGE IS RIGHT



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# FUNDRAISING BASICS

Set your funding goal and deadline

Dedicated bank account

GoFundMe, CrowdRise, GiveForward, YouCaring

PayPal, Amazon Pay, BitPay, Square, credit cards

Mailed cash and checks

Make giving easy

Partner with established entity

Share your message

Hold an event

Update stakeholders

Get creative



# PRINTED WORK & SIGNS

SIMPLICITY SELLS



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# EFFECTIVE POSTER TIPS

Keep it simple

As few words as possible

Choose colors carefully

Spell everything correctly

Hand-letter neatly with nice design

Consider printing

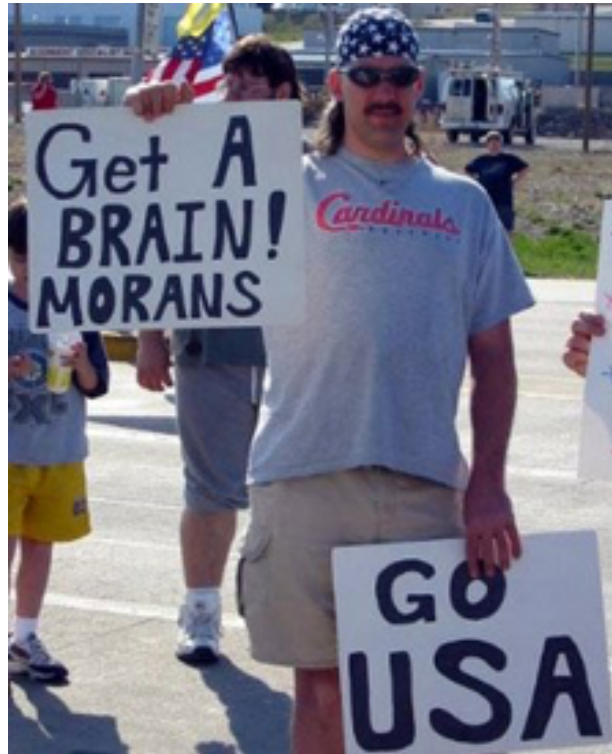


# IS THIS A GOOD POSTER?



# IS THIS A GOOD POSTER?





# IS THIS A GOOD POSTER?



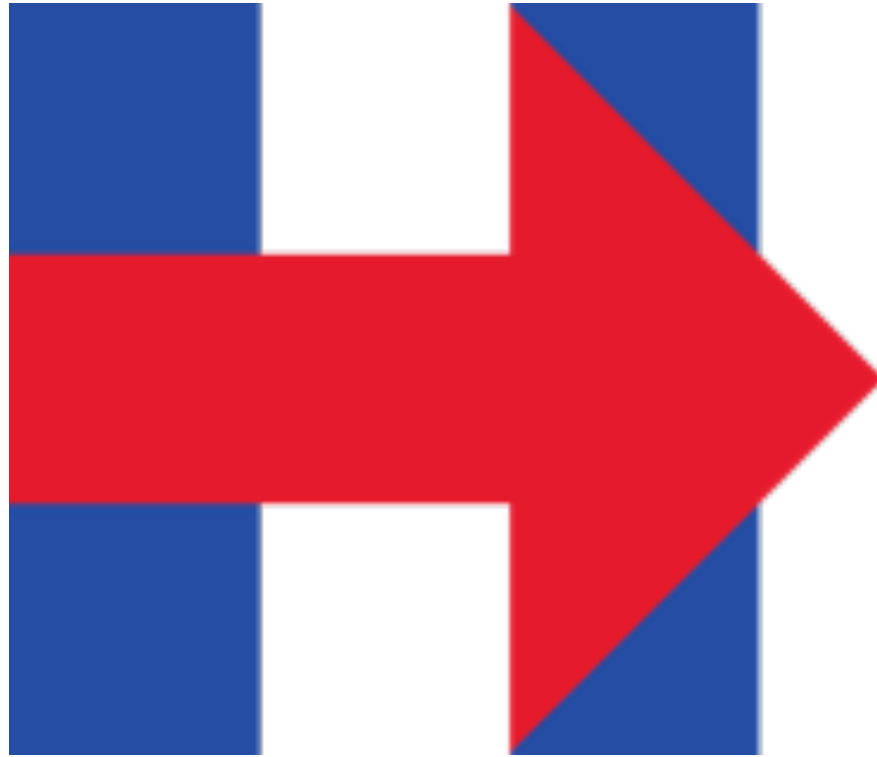
# IS THIS A GOOD POSTER?



# IS THIS A GOOD CAMPAIGN?



# IS THIS A GOOD CAMPAIGN?







# ARE THESE GOOD MESSAGES?



# IS THIS A GOOD MESSAGE?



# IS THIS A GOOD MESSAGE?







# COMPREHENSIVE ACTIVISM

Defined values

Focused passion

Viable target

Mindful planning

Carefully-crafted message

Member accountability

Range of outcomes

Avoid mission creep

Unified public message



# TRANSGENDER VICTORIES

FROM DREAMS TO REALITY FOR 65 YEARS

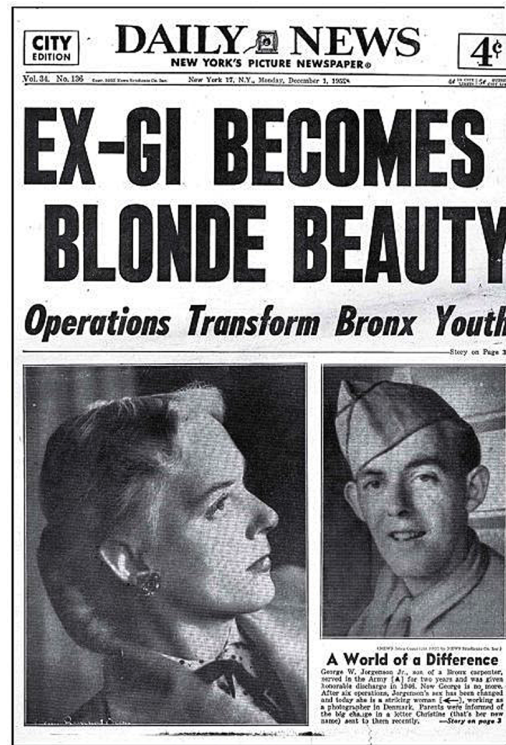


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# CHRISTINE JORGENSEN (1952)





# COOPER DO-NUTS (1959)



# STONEWALL / S.T.A.R. (1969 ON)



# CAMP TRANS (1992-2015)





# TRANSGENDER LOBBYING DAY (1995 ON)



# TRANS\* DAY OF REMEMBRANCE (1999 ON)



# PROTESTING PATHOLOGIZATION (1987 ON)





# ENDING “CONVERSION” THERAPY (1996 ON)





# BATHROOM BILLS (2015 ON)

