

tiBaK

TOOLKIT





**TIBAKPACK:
An Amnesty International Philippines
Activist Toolkit**



**Tibak Toolkit
First Edition**

Philippine Copyright © 2014

All Rights Reserved

No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by means, electronic, mechanical, photocopying, recording and/or otherwise, without the prior permission of the publishers.

ISBN:

Published by Amnesty International Philippines, Inc.

TABLE OF CONTENTS

Introduction, 5

Chapter 1: HOW TO BE AN INDIVIDUAL ACTIVIST, 7

Volunteerism within Reach, 9
Personal Letter-Writing, 9
Online Action/E-activism, 10
Knowing and Understanding the Issues, 11

Chapter 2: BEING PART OF A LOCAL AIPh GROUP, 13

The Local Group, 14
Strategies for the Success of Local Groups, 16
 Annual Plan, 16
 SMART Objectives, 17
 Project Plan, 18
 Documenting Your Activities, 18
 Keeping Track of Your Finances, 18
 Conducting Effective Meetings, 19
 R&R! (Recruit and Retain), 20
Fundraising, 23
Membership Cooperation Fund, 23
Managing Projects, 24

Chapter 3: HUMAN RIGHTS EDUCATION AND AWARENESS, 25

Human Rights Awareness, 27
Conducting a Basic Orientation Seminar, 27
Holding Forums, 28
Holding Discussion Groups/Workshops, 29
Conducting Information Drives, 29

Chapter 4: CAMPAIGNING, 33

Campaigns, 35
Goals of Campaigns, 35
Principles of Campaigning, 35
Campaigning Activities, 37

Chapter IV: MEDIA, COMMUNICATION, AND PUBLICITY, 41

Role of Media, 43
Media Work, 43
Winning Media Coverage, 44
Writing a Press Release, 44
Speaking in Front of the Media, 45
Holding a Press Conference, 45

APPENDIX, 47

LIST OF WEBSITES, 53

ENDNOTES, 54

ABBREVIATIONS USED

AGM	Annual General Meeting
AI	Amnesty International
AIPh	Amnesty International Philippines
AIUSA	Amnesty International USA
BOS	Basic Orientation Seminar
GIF	Groups-in-formation
HRA	Human Rights Awareness
HRE	Human Rights Education
ISP	Integrated Strategic Plan
MCPT	Media, Communication and Publications Team
NS	National Secretariat
OP	Operational Plan
UDHR	Universal Declaration of Human Rights
UN	United Nations

INTRODUCTION

Raymond Manalo and his brother, Reynaldo, disappeared for 18 months. Armed men seized and captured them from their homes and locked them up at a military camp where they were tortured and straved along with 12 others. They were accused of being members of the New People's Army (NPA). Raymond and Reynaldo were able to escape and reunite with their families. This ordeal is an example of how some authorities tend to overstep and abuse power.

Human rights abuses are not carried out by governments only. An example is the Mamanwas of Taganito, who were constantly displaced and whose ritual and burial sites were destroyed in Surigao del Norte due to mining. Amnesty International's (AI) research showed that ample information with regards to the effects of mining operations was not provided.

Amnesty International (AI) campaigns for the promotion and protection of human rights for everyone, everywhere and at all times. This toolkit provided by AI will help you make a stand for human rights and may look for other ways on how to be more involved and active with the cause.

This Tibak Toolkit is for members of Amnesty International who want to take a more active part in AI Philippines' (AIPh) human rights work. Users of this publication are advised to be familiar with the Tibak Starter which contains basic information needed for the full understanding of the Tibak Toolkit.

Whether you are an individual or part of a local group, you will find different tips and ways on how to take action for human rights effectively. Although this Tibak Toolkit contains various step-by-step guides to some of AIPh's tested practices, it should not limit your activism. Think of this not as a definitive source, but as a collection of ideas that serve as a springboard for you to find your own means of defending and promoting human rights. After all, there isn't a single way of showing your support

Justice
for
our
Lolas!

AMNESTY
INTERNATIONAL



私達
の
祖母
の
ため
の



DEMAND HUMAN ACCOUNTABILITY
JUSTICE FOR OUR LOLAS!

DEMAND HUMAN ACCOUNTABILITY
JUSTICE FOR OUR LOLAS!

CHAPTER
I
HOW TO BE AN INDIVIDUAL ACTIVIST



VOLUNTEERISM WITHIN REACH

Protecting human rights is important and should be taken seriously with no difficulty. Amnesty International Philippines (AIPh) programs are detailed out to make it easy for everybody.

AIPh has a significant impact on upholding and protecting human rights in the Philippines. It has mobilized members to support the Anti-Violence Against Women Act of 2004, Juvenile Justice Act of 2006, Anti-Torture Act of 2009 and the Philippine Ratification of the International Criminal Court in 2011. Our activism is effective and spread all throughout the three main island divisions of the country.

AIPh organizes events, mobilizes a lot of people and functions in various ways. AIPh is constantly looking for interested individuals to join and support its human rights work. The National Secretariat can be reached through + (632) 3764342.

The following are ways on how to effectively take action in promoting and supporting activism for human rights as an individual:

PERSONAL LETTER WRITING:

Since its beginnings as a movement in 1961, Amnesty International has always included personal letter-writing as one of its main campaign methods. Many have already spoken out in defence of human rights by simply taking a few minutes to write a letter. One might say that this is a trademark of the organization.

LETTER WRITING GUIDELINES

1. Whom to Write - AI indicates in its calls for Urgent Action or World Wide Appeals to whom letters should be addressed.
2. Introduction - Address the people you are writing to with proper respect and courtesy and introduce yourself or identify yourself with the relevant facts about the case you are concerned about.
3. Making the Request – A letter should be straight to the point and should not fill more than one page and expresses your concern in a simple and sincere manner.
4. Ending the Letter - Request for a reply is a must. End the letter in a polite manner.
5. Sending the Letter - Depending on the information given, you can send your letter by fax, by email or by post.
6. When you get a reply - Let the National Secretariat know of your accomplishment whether the reply is positive or negative, including the details of the appeal you took action on and a copy of the response.

ONLINE ACTION/E-ACTIVISM²

Technology has significantly advanced, changing ways in communication and in exchanging information. Campaigning for human rights can now be easily accessed through the World Wide Web (emails, mobile phones, blogs, social networking sites, etc) which makes activism play a big role worldwide.

- Online Petition Signing - The fact that an online petition is accessible to people worldwide, immediately gives a global scope.
- Banners - Banners serve like advertisements on websites. Eye-catching graphics entice people to click.
- Widgets - Widgets are on-screen applications and tools found in some websites. These are slightly more interactive and dynamic than banners.
- E-mail - You can now reach out to many people simply by sending out your concerns in a short and concise letter. Sending out an appeal to action and disseminating information from AIPh can also be possible.
- Social Networking Websites - Using these sites can help you interact with other e-activists. Local groups may post announcements and notices of meetings, gatherings and events of real-life activities.
- Blogs - A blog can provide more room for discussion, forum, debate, insight and explanation. The ultimate goal is to provide engaging content as this keeps visitors continuously interested.
- Photographs - Taking and uploading photos can be very helpful in campaigning for human rights.
- Videos - Videos are becoming very useful for spreading information and raising awareness.
- Online Community Volunteer - An Online Community Volunteer incorporates an “electronic” or “online” component to their campaigning. There are many ways you can be an Online Community Volunteer.
Ways on becoming an Online Community Volunteer:
 - o Online Ambassador – Could take up a specific campaign of AI and actively engage in information campaigns which are aimed at raising awareness locally and internationally.
 - o Event Organizer – An online event organizer would be able to translate the easy connectivity enabled by the Internet into real-life action.
 - o Moderator on Social Networking Sites – These moderators should be able to let people throw their ideas around as long as these thoughts are well within the purpose of the online forum. Moderators should not be censors but referees who remind others of the essential purpose of the discussion.

KNOWING AND UNDERSTANDING ISSUES

Understanding and analyzing issues based on their impact on human rights remains essential in activism. You must be clear about the issues before you can explain them to others.

- Attend orientations, trainings and discussions by AIPh. Orientation on general human rights and campaign themes of AIPh is conducted by the National Secretariat, HRE team and local groups regularly. Contact them to sign up in these sessions.
- Read as much as you can. An effective activist is well-read. The local groups and the NS will be able to give you more knowledge on issues.
- Familiarization with the legal basis for human rights. Much of the foundation for the actions of AI as a movement lies in the UDHR. The UDHR is always a good place to start for understanding the global drive to defend human rights. Secure a copy from the NS or through the internet for added support.
- Be updated. Changes in technology and society have an effect on campaigning for human rights. New issues come up, while others are set aside. To understand your role as an activist, keep yourself updated at all times. Use media materials to your advantage.
- Be curious. Never stop asking questions. Activism is a continuous learning process. You should regard every opportunity as an opportunity to learn.



CHAPTER

II

BEING PART OF THE LOCAL AIPh GROUP



AMNESTY
INTERNATIONAL

AIPh believes in the capacity of an individual to change how the world works but convinced that it takes more than one person to ensure that those changes are long lasting. In that way, the efforts of one are multiplied through the cooperation of many.

Many AIPh activists have formed local groups to sustain the efforts for lasting changes. This chapter will discuss the features of a local group and briefly present the rules, regulations and guidelines that govern them. We will also tackle some tips and tricks on how to effectively run them.

THE LOCAL GROUP

A local group consists of at least 5 AIPh members who conduct regular meetings, which undertakes local campaigns and is accredited by the National Secretariat. Roles of the local groups:

- Conducts informative and promotional drives aligned with the vision, mission and objectives of AI's campaigns,
- Takes action for human rights,
- Invites people to join,
- Help raise funds and resources for the movement to provide support,
- Participates in decision-making primarily during the Annual General Meeting, and other consultations.

The National Secretariat engages local groups by providing them training and guidance upon establishment, information, materials and other necessary resources for campaign support. In addition, the NS may also ask these local groups to help out in other AIPh work.

RESPONSIBILITIES OF AN AIPH LOCAL GROUP

Local groups are considered as official units of AI and therefore are expected to do the following:

- Observe the AI Statute—the formal statement of principles which governs all AI work and methods* and other AIPh Articles of Incorporation and By-Laws.
- Be committed to the entire mandate of AI and strive to campaign across a range of mandated issues.
- Observe the decisions of AI's and AIPh's elected governing bodies.
- Report on their activities to the National Secretariat.
- Ensure political impartiality and independence in their campaigning.
- Operate in an open and independent way.
- Attract members from the widest possible spectrum of society.
- Train members in human rights and the work of AI.
- Raise money to support their work and make contributions to the movement.

CHARACTERISTICS OF AN AIPH LOCAL GROUP

All competent and effective AIPh groups have the following characteristics:

- Clear delegation of tasks and responsibilities
- Guided by an annual plan in line with the Operational Plan (OP) of AIPh
- Conducts effective meetings
- Able to keep members active and involved
- Good at organizing events/activities

TYPES OF LOCAL GROUPS

1. Geographic Local Groups – Members come from the same community, school, barangay, municipality, province, or any other geographic division.
2. Specialist/Thematic Groups – Members of specialist or thematic local groups are tied together by their campaign focus. They don't necessarily have to come from or live in the same community. An example of such a group is the Lesbians, Gays, Bisexuals and Transgender local group.

GROUP ACCREDITATION

New groups are called “Groups-in-formation” or GIFs and go through an accreditation process. They undergo a training period of six (6) months with the National Secretariat, in which they'll focus on learning about AI and about strengthening their networks, capabilities and resources. Throughout the six-month period, the GIF has to show not only their ability to launch effective campaigns but also the ability to do so consistently. Once proven, they are given the accreditation as an official unit of AIPh.

To maintain its accreditation, a group has to comply or follow the responsibilities of a Local Group stated above.

For more information on group accreditation, refer to the AIPh Guidelines on Local Groups and Formation. You can contact the National Secretariat for a copy.

In the following parts of this chapter, we will discuss some tips and tricks useful in functioning well as an AIPh local group. Each sub-section can refer to a characteristic of a well-functioning local group mentioned above. For a discussion on how to organize events or activities, turn to the Chapter on Campaigning.

STRATEGIES FOR THE SUCCESS OF LOCAL GROUPS

ANNUAL PLAN

All activities need critical thinking and analysis before implementation. Groups need to devote enough time and effort to write an annual plan. Here are a few things to keep in mind when coming up with plans for your group.

COME UP WITH S.M.A.R.T. OBJECTIVES³

“Goals” refer to the overall vision and aspirations of AI. “Objectives” on the other hand refer to the actions necessary for the overall vision to be achieved. These objectives reflect the priorities of the group. Objective-setting should always be the first step in writing the 6-month or annual plan. Other details of the plan are based on these objectives. You must be able to state all the aspects of your objective in a single sentence, or phrase. That way, it is easy to remember.

AI believes that all objectives should be S.M.A.R.T. (Specific, Measurable, Achievable/Appropriate/Attainable, Relevant/Realistic and Time-bound).

- **SPECIFIC** – Must be concrete, detailed and well-defined. It helps that the objectives are straightforward, action-oriented and defines a desired outcome.

WHAT are the needs?

WHY is it important?

WHO are the people involved?

WHEN are the targets and objectives achieved?

HOW are the objectives achieved?

- **MEASURABLE** – Group objectives have to be measurable. Your group should know what success and failure actually mean.

HOW do we act to get desirable results?

WHAT are the indications leading to our achieved goals?

CAN these indications be obtained?

- **ACHIEVABLE** or **APPROPRIATE** or **ATTAINABLE** – Objectives have to be achievable and appropriate to your group. This does not mean they have to be easy. Objectives should be challenging enough for members to be continuously involved.

SHOULD the group pursue the objective in the first place?

IS it challenging yet reasonable for continuous work?

HAS anybody successfully achieved these goals?

WHAT are the lessons learned?

- **RELEVANT** or **REALISTIC** – Objectives should be relevant or realistic according to the group's capability to actually achieve the objectives. Defining objectives in this way involves the group making an honest assessment of itself.

WHAT is the timeframe?

CAN we achieve the set timeframe?

WHAT are the limitations and constraints?

ARE these understood by everyone concerned?

DO we have the needed resources?

IS the objective possible?

- **TIME-BOUND** – Objectives need to imply deadlines for without them the objectives lose a sense of urgency. Designating an end-period to the group's work sends the message that the work has to be finished and has to have produced results.

WHEN should the objective be accomplished?

IS the deadline reasonable?

DOES it specify the objective deadline?

INCLUSIONS OF THE 6-MONTH OR ANNUAL PLAN

Aside from the objectives, the plan has a summary of the actions and targets the group plans to undertake. The plan should also have a list of the AIPh campaigns or issues the group will prioritize. The plan should distinguish between first- and second-level priority campaigns or issues.

Turn to the appendix for a template of the annual plan. If you need help filling it up, feel free to contact the National Secretariat.

PROJECT PLAN

All AI activities and events should be planned beforehand for an effective output. These projects and activities will enhance the effectiveness of the membership in the region or area in order to promote AI, growth in member and their activism, growth in supporters and develop the effectiveness of AI's work.

The planned activities must have the capacity to carry out the priorities of the National Plan, must display a commitment to grassroots organizing and mobilization and must not be used for fundraising or support services which were provided by the Secretariat.

DOCUMENTING ACTIVITIES

Every action of your group has to be documented as completely as possible. Keeping track of everything makes it easy to write the activity and finance reports necessary in maintaining group accreditation.

KEEPING TRACK OF YOUR FINANCES

Basic yet accurate bookkeeping is essential to running a local group. Your group must be able to present a complete Income-Expense report once asked. Treasurers and finance committees should keep all receipts of all transactions made in the group's name, and have a filing system for them.

Doing these things makes it easier for the group to come up with a financial report to be presented to the National Secretariat. These reports have to be accurate, updated and comprehensive, no matter how simple.

CONDUCTING EFFECTIVE MEETINGS

Conducting effective meetings help engage and strengthen the group and build talents and skills of members. An effective meeting should have solid planning, good facilitation and a thorough follow-up.

SOLID PLANNING

1. Determine the type of meeting. Choosing before-hand what kind of meeting you want to have helps determine who needs to attend and what should be achieved in the end. There are two ways:
 - a. Planning – It is about organizing your group, decision-making, tackling “housekeeping” matters (finances, calendaring) and strategizing about courses of action for your campaigns.
 - b. General – It is where tasks are delegated, volunteers are identified, updates on campaigns are given, information is disseminated and consensus on decisions is gathered.
2. Goals and Agenda Setting - Determine the actual agenda and its goals and objectives.
3. Determine Meeting Venue –Familiarization and Accessibility, constituency representation, and adequacy of equipment is a must consider.
4. Set a Date and Time – Date and time setting should be based on members’ availability and convenience.

FACILITATING WELL

To be able to facilitate well, members should be engaged in the topic. It is important that members are on the same page at all times. To ensure this, here are some tips

- Designate a facilitator ahead of the meeting
- Be prompt
- Consider beginning with an ice breaker
- Pass around an attendance sheet with spaces for people to write their contact details.
- Stick to the agenda.
- Be flexible to accommodate urgent issues or problems
- Encourage participation
- Seek commitments to sign up on tasks.
- Avoid detailed decision-making where appropriate

FOLLOW-UP THOROUGHLY

Following-up can mean that the work delegated is still urgent. Acknowledge hard work and thank people for a job well done. It can also be about updating those who were not able to attend on what was tackled and decided.

If you're given a task, be responsible and follow-through. Group leaders and members should all do well on the promises they make during meetings. If you were unable to keep your commitments, be able to explain your reasons and describe what you've done or what you intend to do to compensate.

RECRUIT & RETAIN⁴

RECRUIT!

There are many ways to recruit others to join the movement; it can be through events, booths, one-on-one or face-to-face, online action and a lot more. Organized recruitment events are more effective when you:

- Show people they can make a difference. Share some success stories of AI and of AIPh. If newcomers see that the achievements of the movement are “real”, the more they will be enticed to help out.
- Appeal to people's self-interest. When recruiting, be able to establish a personal connection with newcomers and interested individuals.
- Recruit at events, not meetings – More people are enticed to join if they see that the organization is action-oriented. It might be better to invite newcomers to an actual event or activity.
- Be visible – Public events like concerts, petition drives, and mass demonstrations can be turned into effective recruitment platforms. To entice students to join, post flyers and meeting announcements in bulletin boards (with the approval of the school, of course). Track down like-minded teachers and ask if some group members could give a short talk during class hours.
- Creative publicity is the key – Recruitment activities have to be creative and innovative. This could mean any numbers of things—from designing eye-catching posters to organizing flash mobs in malls and community plazas.
- Don't ignore newcomers – Remember to always make newcomers and interested individuals feel welcome. Even if the group is in the midst of organizing or working on something, be sure to designate people who will specifically receive and tend to these newcomers.

ORGANIZING A RECRUITMENT EVENT

1. Decide your target audience. Remember that different people have different reasons for joining, and are therefore attracted by different things.
2. Determine the general flow of the event. When recruiting, the venue of the event must be aligned with the target audience.
3. Consider visibility. If people do not see you then they will not mind you. Visibility is important for any recruitment event.
4. List down the requirements. Each recruitment event requires a certain set of resources. Consider the equipment and materials that will be needed for the event.
5. Delegate responsibilities. Every person involved should be clear on their responsibilities. Divide and disseminate tasks once finalized.
6. Prepare a recruitment kit. During the event, materials for recruitment shall be displayed for attraction. Do not be discouraged if some people will refuse because there are others who are willing to take part and get involved.

7. Always recruit with a smile. Be warm and welcoming when approaching people to join. Your demeanour definitely plays a role in whether people will be interested or driven away from your recruitment event.
8. Don't forget to take note of contact details. Once you're able to get somebody's attention, briefly explain what AIPh is all about and be prepared to answer any of their questions. Whatever happens, be sure to end your conversation by getting the person's contact details. Ask them if they are willing to be contacted, and invite them to your group's next meeting.

RETAIN!

Keeping members active and involved is essential in building your group's capacity to campaign for human rights. The longer members stay with a group, the wider the opportunity for them to gain a deeper, closer understanding of what it takes to be a good activist for AIPh. When thinking about how your group retain its members, here are things to consider:

- Everybody has to feel useful and involved. Delegate tasks as comprehensively as possible making sure that members are fit with the assigned responsibility.
- "Buddy System" - senior members are assigned to new recruits to train and mentor, though it doesn't have to be too formal, but it will help newcomers get used to how things are run in the group.
- Human rights activism should always remain voluntary. Loyalty should not be demanded or forced.
- Make sure that everybody's views and opinions are considered. Members may have their differences, but working with these differences will only make the group stronger and more capable.
- Give credit where credit is due. When people devote time and effort for human rights work, they should be recognized for it.
- Learn how to housekeep well. If newcomers see that the group's affairs are poorly managed or disorganized, the lesser the incentive they have for actually participating. (Recall the section on "CONDUCTING EFFECTIVE MEETINGS")
- An ineffective organization is also an organization that sets unachievable goals. Setting out goals that are too lofty may actually discourage members from doing work.

PUBLICIZING AI IN YOUR AREA

Any group activity can be used to advertise AI in your area. However, be able to distinguish between activities that spread awareness about AI from those that give information about human rights issues alone.

- Newspaper Articles – Writing for newspaper columns, school papers or local papers, about discussions of human rights issues can contribute in the spread of awareness.
- Public Exhibits – Displays or exhibits can help spread exposure for possible interested participants.
- Amnesty Giveaways – Consider giving away AI simple merchandise like buttons, pins, badges or even bookmarks. A little token for people to remember.
- Educational Events – Setting up discussion groups, forums, talks, video

screenings and other educational events with the purpose of spreading awareness of AI.

- In-house magazine/Photo Portfolios – Publishing a human rights magazine for the AI awareness campaign.
- Concerts/Art Shows/Cultural Nights – Variety shows or concerts can highlight a certain issue or provide an avenue for a brief talk on how people can help out.
- Parades/Public Action – Join an occasion and organize a parade or a public demonstration to celebrate it. Invite the press to document your event and inform them how AI works in spreading awareness about human rights issues.

COMING UP WITH FRESH IDEAS⁵

Ideas can run dry and activists might find themselves at a loss for new approaches to tackling human rights issues. Using novel ways to generate ideas keeps members excited to be involved. Brainstorming and Mind mapping might prove to be useful.

BRAINSTORMING

Brainstorming, sometimes called word-storming, is a well-known exercise for coming up with ideas.

How does one brainstorm exactly? Simply follow these steps:

1. Let ideas come out freely.
2. Take note of these ideas.
3. Evaluate them.

MINDMAPPING

Mind mapping is another technique used in coming up with ideas. Mind mapping is distinctly visual, enabling you to see how concepts relate to each other. The main idea behind this technique is to find a visual and creative representation to how various concepts logically flow into each other. *Refer to the the diagram on Table 6 of Appendices for samples of Mind Maps.*

This technique can be advantageous in outlining a report, presenting the minutes of a meeting, or even organizing for an AI Ph event. Generally, mind mapping is helpful in organizing events because:

- They help ideas flow freely.
- They immediately tackle an overview as well as the details in managing a project.

They may be more enjoyable than other idea generation techniques.

FUNDRAISING

For every group activity, resources have to be used. AI activities shouldn't be costly. Still, you and your group may decide to organize fundraising drives not only to finance the group's human rights campaigns, but also to help out the movement in general.

Thinking of ways to raise funds is an area of activism that requires creativity, transparency and accountability. What's important is that these activities are conducted along the lines of the Statute of AI. Here are some suggestions you might want to consider:

- Concerts
- Social events like parties or dances
- Fun runs, marathons or bicycle events
- Sporting events, like mini-Olympics or basketball leagues where participants have to pay a fee to join in
- Bake sale and garage sales
- Art or photography competitions

For detailed fundraising and sponsorship rules and guide, contact the National Secretariat.

MEMBERSHIP COOPERATION FUND

This is made available to AIPh groups or individuals who need help in financing their campaigns and activities.

Members can use this fund to:

- Promote Amnesty International
- Grow the membership and their activism
- Invite more supporters
- Develop the effectiveness of the group, and ultimately, of the entire section

Likewise, the fund is granted for the programs and activities that:

- are organized by groups that can carry out the priorities of the National Plan;
- display a commitment to grassroots organizing and mobilization; and
- will not be used in tandem with funds or support services already provided by the National Secretariat.

Contact the National Secretariat for the full guidelines on Membership Cooperation Fund or refer to AIPh Handbook of Policies for Members.

MANAGING PROJECTS

A big part of campaigning is organizing events and projects. Consider the following guidelines, when managing your own project:

INITIATE WITH INQUIRY

Questions to consider:

1. Is the project in line with the current campaigns of AIPh? Is the issue you want to deal with, in fact, a human rights issue?
 - This deals with the “content” of the project. Any doubt that the activity tackles a human rights issue should be dealt with appropriately before any project planning can push through.
2. Is the project the most effective means for your objectives given time constraints and resources?
 - This weighs the choice of the mode of campaign—for example, a public demonstration/rally— against other forms of activism (online petition, letter writing, candle lighting, etc). Here, the availability of time and resources should be considered.
3. What are key considerations the group should make in dealing with the human rights issue at hand?
 - This tackles the “bigger picture” of launching the campaign. Campaigns aren’t implemented in a vacuum and making sure they are effective means being able to situate the plans within the greater context.

CHAPTER
III
HUMAN RIGHTS EDUCATION
AND AWARENESS

Rights Education

Rights Education and Action Caravan for Humanity
(REACH Project)

Amnesty International Philippines
www.amnesty.org.ph

AMNESTY
INTERNATIONAL

**SPEAK UP
FOR HUMAN
RIGHTS!**

AMNESTY
INTERNATIONAL

Amnesty International is a worldwide community of people who campaign for human rights to be recognized, respected for everyone.

Our mission is to conduct research, take action to prevent and end gross human rights and to demand justice for those whose rights have been violated.

...al community of
...the principles of
...action for
...the u
...rights, a
...democrac

MOV
sty

ABOUT

HUMAN RIGHTS EDUCATION AND AWARENESS ⁷

Human Rights Education (HRE) is a program vital to the movement. It involves taking a direct approach to helping people see the significance of human rights and providing them with the knowledge, attitudes, and skills necessary in protecting and upholding these rights. It is about preventing human rights violations and strengthening the efforts to eradicate them. HRE programs have long timetables given that attitudes can't be changed overnight. HRE is then a continuous engagement between trainers and trainees.

HRE covers a wide array of topics and is in no way limited to just teaching the UDHR, and other legal instruments. AI believes in a holistic approach to teaching people. Therefore, critical thinking, problem-solving, communication skills and negotiation are also considered essential subjects under an HRE program.

HUMAN RIGHTS AWARENESS

AI defines the work related to HRA or Human Rights Awareness as those that focus on the dissemination of information about human rights. HRE and HRA overlap each other as they both deal with giving people information about human rights. The main objective of any HRA program is to make sure that people acknowledge the existence, relevance and importance of:

- The legal instruments which record and protect human rights
- The need to promote and protect human rights
- The human rights work carried out by government and non-governmental organizations.

CONDUCTING A BASIC ORIENTATION SEMINAR

Every member should go through the basic orientation seminar (BOS) to ensure that everybody more or less starts on the same page. Knowing how to conduct a BOS is an important component of forming your own local group. But you don't have to be part of a group to conduct a BOS. You can act independently and orient new recruits. The following is just a brief overview of carrying out a BOS. If you're looking for detailed information, you can contact the National Secretariat.

Conducting a BOS can be divided into three (3) phases—Pre-Orientation, Orientation Proper and Post-Orientation.

1. Pre-Orientation

This is where you plan the orientation and do the necessary preparations for you to accomplish the seminar in an effective manner. Consider setting up a meeting where you will:

- Identify the specific objectives and target output of your BOS.
- Identify your target participants.
- Set the date, time and venue for the BOS.
- Identify your needs for the orientation: program, logistics, budget, materials, human resources, etc.

- Identify the tasks and persons in charge.
- Make a timeline of your preparations

2. Orientation Proper

Executing should be relatively simple come the day of the orientation itself.

- Come at least an hour before registration actually begins. Take the extra time to arrange the venue and the equipment you will use. Have a quick meeting with your team to run-through the program, and trouble-shoot wherever possible.
- Create a welcoming atmosphere. Make the participants feel comfortable and welcome.
- Be energetic. Have fun. All your plans will be for naught if you do not execute them well. Delivery is key in making an impact on the attendees.
- Always inform the participants of the schedule of the seminar. Remember to give information on your next activities and meetings and the contact person/s for membership matters.
- Document! Document! Document! Have a volunteer take photographs or even video of the BOS, write an article for the newsletter and take the contact details of the attendees. Keep the registration forms/ attendance sheets filled up for the BOS for follow-up purposes.

3. Post-Orientation

As mentioned in the “How to manage projects” of Chapter 3, it is always good practice to conduct evaluations. Evaluate both the preparations and the conduct of the BOS. Take note where you and your team succeeded, as well as the areas you could improve. Keep record of what comes up for future reference.

HOLDING FORUMS⁷

Forums are engagements where attendees can listen to a speaker or a panel talk about human rights issues. These can be high-minded occasions with in-depth, intellectual discussions that sometimes lead to heated debates. Often, a question and answer portion takes place right before the forum ends. This is the only chance attendees get to participate.

Much like any other project of AI, setting up a forum follows the general steps outlined in the “Managing a Project” section in Chapter 3.

INVITING GUEST SPEAKERS⁸

Generally, AI forums are speaking tours where notable guests are invited. They can be authority figures within AI, other human rights activists, celebrities sympathetic to the movement, survivors of human rights violations or their relatives. Consider

the preparations for the forum itself as separate from receiving and coordinating with the speaker/s. It might be good to assign somebody to focus solely on playing host to your guest/s.

HOLDING DISCUSSION GROUPS/WORKSHOPS

Discussion groups and workshops are another set of ways AI can actively deepen awareness of human rights issues. Like forums, they can be informational in nature and involve participants who have an idea what to expect. However, a key difference is that in discussion groups and workshops attendees can actively engage in information-sharing. In forums, they only get the opportunity to ask for clarifications during the question and answer portion.

Discussion groups and workshops can be conducted for specific groups, in schools and community centers. They can also be held as an internal opportunity for members to teach each other on key human rights issues. They can be about broad themes or very detailed topics. In any case, the content can be tailored to fit its audience, enabling those who set them up to think more thoroughly on where and how to best deepen awareness. A key focus of a discussion group/workshop is to educate its audience. Forums already assume attendees know what the speakers are talking about.

CONDUCTING INFORMATION DRIVES

If people do not know what the human rights issues are, they have no way of deciding whether they will act, let alone know exactly what they should do. Information drives and awareness activities are therefore a key element in human rights activism.

When aiming to conduct an information drive, keep the following steps in mind:

1. Identify the target issue to be focused.
2. Gather as much information as you can. You have to know the issues as thoroughly as possible before you can conduct an effective information drive or awareness campaign. Contact the National Secretariat for more added information and details.
3. Decide on what information is needed for people to understand. An effective information drive packages the facts into bits that audiences will be willing to swallow.
4. Plan out a creative way of presenting the information. Not only should you consider whether facts are relevant. Keep in mind you also need to grab the attention of people.
5. Execute your plan. Refer to “How to manage projects” to assure the success of your information drive or awareness campaign.

Don't forget to evaluate the results. As mentioned in “How to manage projects,” always end your information drive by reviewing its outcomes. List down the ways you were able to succeed, as well as the areas of improvement. Discuss with your group. In this way, the next time you conduct an information drive you know what to do, as well what not to do.

CONDUCTING AWARENESS ACTIVITIES

Awareness activities present the information in an open and public space where people can choose either to pay attention or to simply ignore. Such activities include but are not limited to:

- Launching an exhibit in a mall or a school;
- Posting advertisements in broadsheets, newsletters and other community news papers;
- Putting up posters in bus stops and other commuter-heavy areas; and
- Handing out flyers or pamphlets (like the UDHR passport).

Planning and implementing these awareness activities should generally follow the steps outlined in the “Managing Projects” section in Chapter 2.

Setting up awareness activities should involve:

1. Determining the objectives of the awareness activity;
2. Planning out the general nature and flow;
3. Ironing out all the details necessary;
4. Executing the plan as closely as possible (while being flexible in the face of unexpected things); and
5. Reviewing the results and evaluating the process in order to learn and improve wherever possible.

At the same time, all the content of these activities should follow-through on the AIDA formula. The information shared should

- attract ATTENTION;
- raise INTEREST;
- encourage a feeling of DESIRE; and
- prompt ACTION.

Nevertheless, certain considerations should be made in conducting awareness activities. In the following sections, we will discuss some guidelines with a focus on Exhibits, Forums and Discussion Groups/Workshops.

SETTING UP OF EXHIBITS⁹

Exhibits can be held in public spaces like malls, schools, and community centers. Often, these are installations about certain human rights issues. Design becomes an important factor in the success of the exhibit. Though color and artfulness play a role, the message and the target audience are the key considerations. Good exhibits present the information in an eye-catching and easy-to-remember fashion, aiding the audience comprehend what is being discussed.

For existing materials, you may contact the National Secretariat for themes like the UDHR, Indigenous Peoples Rights, Peace and Human Rights.

- Posting AI advertisements in broadsheets, newsletters and other community

newspapers - to attract community groups.

- Putting up AI posters in bus stops and other commuter-heavy areas – to attract and inform the public what AI campaign is all about.
- Handing out AI flyers or pamphlets (like the UDHR passport) – a brief yet meaningful information of what and why AI's human rights campaign is for.



NO ARMS FOR ABUSES!!!

SAFEGUARD HUMAN RIGHTS

SAFEGUARD HUMAN RIGHTS

NO ARMS FOR ABUSES

Y

E

S

CHAPTER
IV
CAMPAIGNING

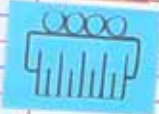


HUMAN RIGHTS FOR ALL

The Key to

Put HUMAN RIGHTS at the center of the MDGs

AMNESTY INTERNATIONAL



MDG8 Demand Dignity

Global Partnership for Development

CAMPAIGNS

Campaigns refer to the organized actions undertaken by AIPh activists. Letter-writing, signing petitions and the setting up of booths are only a few of the ways AIPh members advocate human rights.

Generally, all campaigns share the following characteristics. They are:

- Organized and well-planned - Human rights violations happen due to institutionalized injustices and enabled by established laws and policies (or the lack thereof), traditions, cultures, and other societal factors. In this way, activities seeking to prevent these violations require careful planning and foresight.
- Carefully weighed and chosen - AI has to make sure it acts wherever success is reasonably attainable. Campaigns have to be carefully analyzed, weighed and chosen.
- Undertaken in a peaceful and honorable manner - Every campaign should help realize the goals set out by the Integrated Strategic Plan. They should also fall well-within the parameters set by the Statue of Amnesty International and fall in line with the core values of the organization.

GOALS OF CAMPAIGNS

Campaigns aim to:

- Build Awareness – People need to have an understanding of human rights and a clear idea that they are being violated.
- Raise Consciousness – Some human rights issues are complex and require careful analysis to be understood. Raising the consciousness of people strengthens any action that aims to solve human rights issues.
- Mobilize – Once equipped with the appropriate knowledge, activists need to get to work. Action is important in human rights activism.

Some campaigns focus on one goal while others try to tackle all three. Understanding these helps when you're formulating the S.M.A.R.T. objectives of your campaign, as you decide which of the three the campaign will address.

The actual content of campaigns actually varies but generally, all are able to work following the AIDA formula stated in Chapter II.

PRICIPLES OF CAMPAIGNING¹⁰

AI activists should keep in mind all campaigns must have the following:

- Focus – focus is important to attain the campaign's specific objectives.
- Clarity – focus objectives must be clear and concise in order to be communicated and understood by all concerned.
- Credibility – upholding AI's international reputation for sound research and balanced campaigning for human rights to guarantee success.

- **Relevance** – Campaigns are perceived relevant when the targeted groups are meaningfully involved in finding a solution.
- **Timing** – Effective campaigning is a matter of determining whether the timing for action is right.
- **Commitment** – Persistence and commitment then become significant in effectively campaigning for human rights.

Campaigning effectively should be seen as an ongoing process ending only when all human rights violations are stopped. It is also one that builds on itself as members learn more and become more capable. When people see that AI campaigns lead to good and positive changes, they'll be enticed to participate. Membership can increase and access to resources can expand. Simply, success breeds success.

Effective campaigns don't necessarily have to be complex, even though the human rights issues they deal with are. Keep it simple. Long-lasting change is often the product not of a single epic campaign, but of numerous small and simple endeavours that add up to significant results.

DEFINE THE OVER-ALL DESIGN

Once all primary questions have been answered, the next step is to create the general skeleton of the project. Here are some guide questions.

- **What, exactly, is your project?** If it's a rally, what is it about? If it's a concert or cultural gathering, is it meant to raise funds or raise awareness? – Try to envision what you want to happen throughout the activity. Write this down. This will serve as the basic structure to your activity.
- **What is the scope of the project? What are its objectives? Are the objectives S.M.A.R.T.?** – You should set in clear terms what you or your group intend to achieve with your campaign. Set aside time to formulate ways you can measure whether your activity has succeeded or not.
- **Who is the organizing committee?** – Pinpoint who will be leading in organizing your activity to clearly establish ownership, responsibility and accountability.

DETERMINE THE DETAILS

In this portion, you are adding more “flesh” to the skeleton you created. Be sure to fill in all the parts of the skeleton equally and effectively. Consider following these steps (though not necessarily in this order):

- **Decide on where and when your activity should take place.**
- **Fill out the final program.** Draw up a sequence of events and the corresponding back-up plans.
- **Enumerate the necessary resources.**
- **Craft a publicity plan.**

- Draw up a budget. Estimate if needed.
- Delegate tasks amongst members. Make sure that responsibilities are divided equitably amongst the group.
- Write the Activity Plan (See Appendix).

PUSHING WITH THE PLAN

If you or your group planned your activity well, all you have to do is execute it come the day of the activity. Be flexible enough if ever changes in schedule occur. Keep in mind that members of the organizing committee are responsible for the well-being of all activists involved.

REVIEW THE RESULT

After the activity, set aside time to process and evaluate, by returning to the goals you've set. Gather feedback both from those directly involved and from the National Secretariat. Document how things went, and how things can be improved. Celebrate if there is reason to and learn if mistakes were made.

CAMPAIGNING ACTIVITIES

PUBLIC RALLY

Human rights issues can be made known to people through peaceful, public rallies. Large gatherings of people draw attention and hopefully point to the different violations and abuses being highlighted.

Keep in mind the following:

1. Decide whether a public rally is the appropriate course of action.
2. Determine the organizing committee, the objectives and the key messages of the rally.
3. Decide where and when your rally should take place. Make sure the time and venue are strategic for getting the message across. Make sure the necessary permits are acquired and that the proper authorities are informed.
4. Outline the program. You should have a clear picture of what should happen. Draw up a sequence of events for all to see and can later refer to in case changes in the schedule occur.
5. Enumerate the necessary resources. Based on the program you've drawn up, list down what you'll need to effectively implement your program.
6. Draw up a budget. Funds will have to be spent for various materials—posters, banners, food and drinks for rallyists, etc.
7. Craft a publicity plan. You must determine your communication and publicity plan early on. Depending on the goals you've set for the rally, you may have to write press releases or coordinate with news agencies for coverage and interviews.
8. Write the Activity Plan. Document all decisions following the general format of the Activity Plan. Submit this for approval to the National Secretariat. Be ready to make changes if so advised.
9. Rally on. Now that you've planned as much as you can, all you have to do is implement it. Be prepared to change things up whenever the need arises. Keep

in mind that members of the organizing committee are responsible for the well-being of all activists involved.

10. Once the rally is over, take the time out to evaluate the entire process of organizing it. Assess whether the goals you began with were actually achieved. If they were, share your success with the group and with the rest of the section. If they weren't, try to gather as much feedback on how the process could be improved.

PETITION DRIVE¹¹

Petitions are easy, and relatively cheap to organize. It's a fast approach to expressing just how concerned a number of people really are about an issue. The more signatures in a petition, the more people take a stand in agreement with AI's appeals.

TIPS ON YOUR PETITION DRIVE

- Get a copy of the petition / petition sheet from the National Secretariat. These are produced in readily printable forms and include addressee of the appeal, background of the case, what we are asking for and space for signatures.
- The results of the petition can be used in media work. You could include this information in publicity or media activity. Stating the number of individuals who signed the petition sends a powerful message that an issue is being taken seriously. You can have a signing ceremony which you can publicize and invite personalities who agree with Amnesty International's campaigns.
- Always include the logo and address of Amnesty International Philippines. In this manner, people immediately know that the organization owns up to the campaign
- Petitions need people to work. Consider how it will be distributed and for how long signing shall take place. You could leave copies with point persons, and collect from them at the end of your petition period.
- Petitions can be effective tools for recruitment. Include a column where petitioners can indicate whether they would want to receive more information about the campaign.

DIALOGUE WITH PUBLIC OFFICIALS¹²

Approaching local officials is another key component of campaigning for human rights issues. Through their positions of power, local officials can sway public opinion, enact laws that protect human rights locally, and influence other governments to do the same.

The most straightforward manner of lobbying is by meeting directly with these officials and conducting a dialogue with them. Here are a few things to keep in mind:

1. **Contact your local official and set up an appointment.** Make sure to make it clear what exactly will be tackled. Be able to convince them of the urgency of your meeting without being too overbearing.
2. **Prepare for the meeting thoroughly.**
 - a. Is it introductory? Has this local official heard of AI already, and have they engaged the movement before? If so, at what capacity?

- b. What information is needed? Is it already handy? Should the local official read through it even before the meeting?
 - c. Who should be involved in the meeting? Which delegation from AI should be present? Who will take the lead? Who will serve as a subject matter expert? Who will take notes and minutes?
 - d. What are the goals of the meeting? What should be achieved by its end? Are these reasonable and realistic?
3. Push through with the meeting. Make sure that it is effective. Here's a checklist to keep in mind:
- a. Have a clear, achievable goal.
 - b. Decide beforehand who is going to say what.
 - c. Plan for different kinds of responses.
 - d. Dress appropriately, showing awareness of a dress code increases trust.
 - e. Sit comfortably. Relax.
 - f. Maintain eye contact whenever appropriate.
 - g. Keep a positive atmosphere. Listen actively. Show that you understand the point of view of the local official. Expressing disagreement does not have to be in a disagreeable manner.
 - h. Make your case as specific as possible.
 - i. Make your request for help explicitly.
 - j. Keep to an agenda. Interrupt when needed, but also be ready to be interrupted.
 - k. Deal with questions confidently. (Remember you should prepare thoroughly).
 - l. Check what you have agreed to before leaving.
 - m. Document all important details.
4. Make sure the meeting leads to positive results. Afterwards, send a thank-you note to the local official alongside the minutes of the meeting, with a summary of the actionable points discussed. Give feedback to the National Secretariat. Later on, monitor whether any developments occur due to the meeting.



AMNISTIA INTERNATIONAL

MALAWAKAN
PAGAMIT NG
TORTURE

GENOCIDE
WAR CRIMES
CRIMES AGAIN
HUMANITY

SISTEMANG
PAGAMIT NG
PANG-ABUSO
NG MGA KABABAIHAN

GMA
GMA

MEDIA
GMA

CHAPTER
V
MEDIA, COMMUNICATION
and PUBLICITY



ROLE OF THE MEDIA

As “maker and shaper” of images and messages, the media can¹³:

- Play a key role in building awareness and shaping public opinion on human rights and related issues.
- Shape the framework and nature of debates related to human rights and their protection.
- Generate action from its audience.
- Influence government policy, both directly and through its power to influence and shape public opinion.
- Shape public perceptions of the movement itself, and raise its profile.
- Put direct pressure on a government by placing it in the spotlight.
- Help build morale and the influence of human rights activists across the world.
- Protect and enhance AI’s reputation.
- Investigate and expose human rights issues.

MEDIA WORK

Media work is often the best way to advertise and promote the movement. It is about making the messages of AI newsworthy. It is also about sending calls to action to appropriate audiences.

A Media, Communications and Publicity member does a wide range of activities all geared towards getting AI’s messages across. Some of these activities include:

- Organizing media events like press conferences;
- Conducting interviews;
- Launching public action to generate media exposure;
- Doing desk media work which includes writing press releases, proofreading and editing; and
- Researching, researching and researching.

In general, media work is:

- Using various media to get AI’s messages across to different audiences effectively; and
- Maintaining good working-relations with contacts in the media industry.

Generally, all tasks concerned with media, communications and publicity should be informed by the following principles:

- High Interest Level – Issues have to be made newsworthy. Activities have to be covered and documented well. Interest in both has to be high for media exposure to be ample enough to get the message across.
- Credibility – Being seen as a legitimate and authoritative source of information makes it easier to send out messages. AI media work should maintain the elevated reputation of the organization.
- Objectivity – The movement makes it a point not to endorse any ideology or attack any specific form of government. AI is biased only towards upholding

internationally recognized human rights everywhere, every time and for every one.

- Urgency – When media work is regular, it is more likely to be considered urgent.

WINNING MEDIA COVERAGE¹⁴

Winning media coverage is about giving journalists, writers, newspaper editors, and op-ed columnists the reasons and motivations they should include human rights issues in their work. There are many ways to work up good relations to eventually gain coverage. These techniques vary in scope and form, but generally they all clearly present:

- the STORY AI wants to tell;
- the reason it should be considered NEWSWORTHY and INTERESTING; and
- the DIFFERENT ANGLES of the story that enables it to draw attention.

WRITING A PRESS RELEASE¹⁵

A basic way of asking for media coverage is by writing a press release. This is standard in informing journalists of events, projects, or public actions. Press releases need to provide all the information a journalist would immediately consider necessary. They also have to be presentable.

When writing a press release, keep in mind these tips:

- Always write your press release on paper with an AIPh header so that journalists immediately know where the release is from.
- Make sure it is readable—keep in mind the spacing between sentences and paragraphs.
- Do not forget to put a contact name and the corresponding contact details both at the top and bottom of the release.
- Do not forget to properly date your release. Conventions exist that help editors determine when to best publish press releases, if at all.
 - Indicating “For immediate release” on the document signals to editor that the release can already be printed.
 - Press releases that have “Embargoed until—“ specify when the press release should be printed.
- Make your content catchy. Headlines should both be informative and captivating, but not sensational nor cliché. The first paragraph should answer the five “W” questions—Who, What, Where, When, Why.

When writing the actual release:

- Be sure to include quotes from AIPh spokespeople as their words provide the press release some authority.
- Be factual—the press release isn’t an editorial, or an opinion page. AI is a research-heavy organization.

Feel free to cite data and information as background to your press release.

- Be concise. Press releases are about enticing media coverage, not providing detailed information regarding your issue, cause, or event.

- State whether there will be photo opportunities, and if so, include dates, times and contact numbers.

SPEAKING IN FRONT OF THE MEDIA

AI members doing media work would have to face the press one time or another. Journalists and news anchors might invite you for an interview. When asked to speak in front of the media, be sure to keep in mind the following things:

- Interviews are opportunities to spread the message of AI. Every word you say counts.
- Words aren't the only things that communicate.
 - o Studies suggest that the message presented during the interview can be broken down into:
 - 55% - body language
 - 38% - voice
 - 7% - the actual words used

In other words, how you look on TV is part of the message you are conveying.

- o People can see through you while on TV
- o A good speaking voice is important, but it doesn't have to be modulated or meant for radio.
- o Good looks aren't always necessary. What's more important is that the spokesperson looks decent, clean, sincere, amiable, reliable and credible.

- Anything you say can be used. Choose your words wisely.
- Different media have different requirements. These definitely affect one's demeanor while being interviewed:
 - o For print/feature/magazine story – One can generally be more relaxed given that there is time to edit oneself. If any clarification is need, you can pass additional information in factsheets or reports to the author.
 - o For radio/over-the-phone interview – AI member's voices have to sound good and clear on-air. Dead air should be avoided as should verbal crutches like "uh" and "um."
 - o For TV onsite interviews – TV viewers hear and see the spokesperson.

What one answers to a question is as important as how one looks while answering. Research on the TV show so that you have an idea how it runs along, and how the host interviews. Write down your thoughts before coming to the shoot, so that you are mentally prepared to answer.

HOLDING A PRESS CONFERENCE¹⁶

An established part of gaining media coverage is setting up the press conference, where AI can release press statements or share newsworthy information. A speaker or an entire panel delivers a short speech and is open for questions.

Press conferences are also “photo opportunities” many media people might want to capitalize on. AI often holds its own conferences, but joint endeavors are not uncommon and sometimes actually become more newsworthy.

When holding a press conference, keep in mind that different types of media have require different things. Radio reporters would want to conduct their own interviews, while news writers would often prefer to ask their own set of questions to enable them to find their own angle to the story.

Planning for a press conference is very similar to planning for any AI event or project. For some guidelines, refer to the section on “How to manage projects”. Always keep in mind that press conferences need special attention.

APPENDICES

Table 1: Why become an AIPH activist

Adapted from AI USA

Moral - Some people think that their moral or civic obligation is to campaign for human rights. Send them the message that being an activist for AIPh is an effective way to fulfil that obligation.

“Working for human rights is to actively promote peace, justice, and equality, all fundamental values of our society.”

Educational – Some people see AIPh activism as an education opportunity. Show newcomers that they can learn a lot in becoming members.

“Activists have the opportunity to learn new things and gain a perspective on world events that often differs from what they hear and see in mass media or in their classes.”

Professional – Some newcomers have certain careers in mind and become members of AIPh to gain valuable knowledge and leadership experience. Give people a clear picture of how involvement in AIPh can actually open up their career options.

“AI gives members the chance to challenge themselves, take on important tasks, and actively learn about the organization and human rights issues.”

Social – There are those who join because they want to meet people who have similar interests. Some joined because they wanted to get out of their homes and make friends. Human rights activism can be serious work, but it can also be fun, exciting and very informal.

“Though being in AI involves a lot of hard work, there are also lots of opportunities to have a good time!”

Personal – Some join the organization because they’ve had direct experience with human rights violations. Human rights activism is something deeply personal for them. Still, many others aren’t driven by the same reasons. Nevertheless, show them how campaigning for human rights can have a direct effect on their personal lives.

“AI works for real people who experience real suffering.”

Table 2: Tips on taking pictures

- When using digital cameras, use the highest resolution and image size possible. This keeps the top notch quality of the pictures, and makes it easier for them to be edited for later use.
- If you're covering an AIPh event or any occasion with a set time and venue, arrive at least an hour before. Take the opportunity to know the terrain. Plot out where you think good shots could be taken while considering the position of your light sources.
- Still, you can only plan things out so much. Sometimes, certain photo opportunities might come your way unexpectedly. Be flexible and prepare to get a little creative if necessary. However, always keep your safety in mind when taking pictures.
- AIPh also seeks to comply with prevailing Intellectual Property Rights laws. If you have any questions, feel free to contact the AIPh National Secretariat at + (632) 433 8100.

Table 3: Tips on shooting videos

- Keep in mind the various security and safety issues of shooting and uploading videos. You might interview a witness or produce a short documentary that retells instances of human rights abuse. Consider that individuals testifying on camera may be put at significant risk.
- Distribution has become very simple with Youtube, Vimeo, and Facebook. Websites such as www.archive.org, www.politube.org, and www.engagemedia.com, have also emerged as hubs for content specific to activism, human rights and other political issues. Upload to any of these platforms so you can include links to your videos in your blogs, or e-activist e-mails.
- Rules of thumb—compress your videos. Visit www.videohelp.com for more information. Keeping the size of your videos small makes them easier to stream or view online. However, make sure that your videos are still viewable. Figure out a balance between the size and quality of the video. For more technical information, you can download the .pdf file of Tools and Tips for Effective E-activism from www.amnesty.org.
- Visit www.witness.org for more information on how to plan out and produce such videos.

Table 4: Common guide question in Human Rights Analysis

If you understand where the most impact can be achieved, you would be in a better position to decide how to go about campaigning for human rights. Consider using the following guide questions, when analyzing issues:

- Who is responsible for the human rights violations?
- Why are the violations happening and which factors could AI influence?
- Are there particular moments or times when we may have more influence?
What specifically should be done during these moments?
- How could AI members, society and government influence those responsible for the violations?
- Is this human rights issue covered by AI's mandate or falls under current campaigns or priorities?

Table 5: Tambay Tally

You and your group might encounter unexpected issues and problems while conducting meetings. Members might raise questions or points that do not necessarily fall in line with the agenda the meeting began with. However, these still need to be addressed.

Consider jotting down a “tambay tally” to keep track of these points and questions. Every time an issue or question comes up, write it under the tally where it can first “standby.” If all points in your agenda have been discussed and there's still time, refer back to the tally. If you find that there isn't enough time to discuss all of them, consider including these issues in the agenda of the next meeting.

Table 6: Mind Map

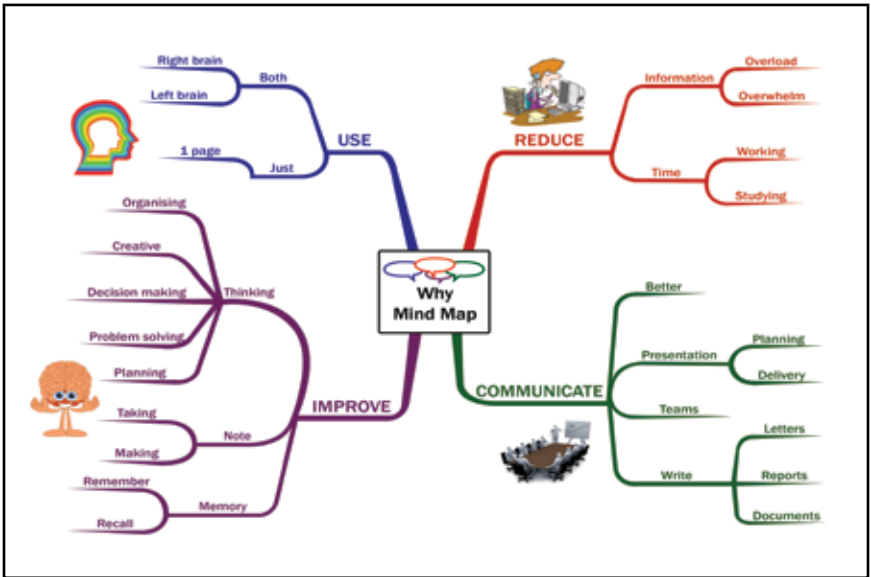
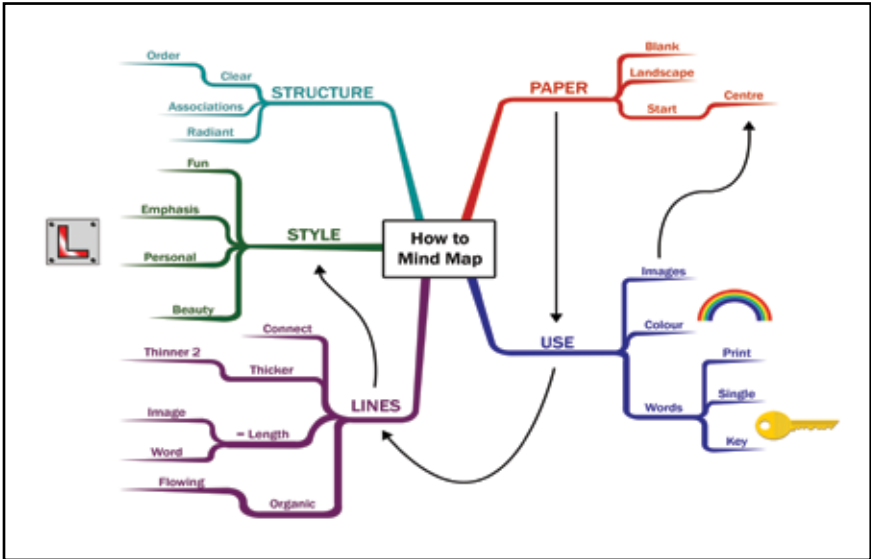


Table 7: Media Pack

“WHAT SHOULD A MEDIA PACK CONTAIN?”

Whether you're holding a press conference, or speaking to the media during public action, it is good practice to prepare and hand out media packs or press kits. These contain the background information and other facts needed for media to provide well-informed and comprehensive coverage. Handing these out makes the jobs of journalists much easier, enabling them to give their own angles to their stories and improving their chances of conducting sound journalism.

The actual content of the media pack differs for every situation. They may include but are not limited to:

- Comprehensive information about major AI reports;
- Case studies, manifestos, and interviews conducted by AI with victims;
- Speeches and statements delivered during press conferences;
- Schedules and itineraries of AI activities, as well as their pertinent calls to action and key objectives;
- Key questions posed to governments, or other responsible authorities;
- History and background about AI as a worldwide human rights movement;

and

- Contact information of spokespersons and other possible references for further comment.

Just like any of the other campaign materials of AI, the media pack should be well-designed and eye-catching. Good design does not only help in branding and solidifying the image of the movement. It also helps in spreading the message and increasing the effectiveness of human rights campaigning.

LIST OF WEBSITES FOR REFERENCE

AIPh Website

www.amnesty.org.ph

AI Website

www.amnesty.org

AIPh E-mail Address

section@amnesty.org.ph

END NOTES

1. Adapted from Amnesty International Letter Writing Guide.2000. Amnesty International, UK and Guide for Letter Writers. N.D. Amnesty International Australia.
2. Adapted from Tools and Tips for Effective e-Activism. 2009. Amnesty International, UK.
3. Adapted from Setting S.M.A.R.T. Objectives by George Ambler.
<http://www.thepracticeofleadership.net/2006/03/11/setting-smart-objectives/>
[accessed on January 9, 2011]
4. Adapted from How to Recruit and Retain Members. Amnesty International Student Action Network.
5. Adapted from Brainstorming and Mind mapping. IS Learning and Impact Unit.
6. Adapted from Amnesty International. 2001. Campaigning Manual
- 7,8. Adapted from Amnesty International. 2001. Campaigning Manual
9. Adapted from Campaigning Manual 2nd edition. 2001.
Amnesty International: UK.
10. Adapted from Amnesty International. 2001. Campaigning Manual.
11. Adapted from Campaigning Manual 2nd edition. 2001.
Amnesty International: UK.
12. Adapted from Campaigning Manual 2nd edition. 2001.
Amnesty International: UK.
13. Adapted from Amnesty International. 2001. Campaigning Manual.
14. Adapted from Campaigning Manual 2nd edition. 2001.
Amnesty International: UK.
15. Adapted from How to write a Press Release of the Student Action Network
16. Adapted from Campaigning Manual 2nd edition. 2001.
Amnesty International: UK.

Amnesty International is a global movement of 3 million supporters, members and activists in more than 150 countries and territories.

We campaign for internationally recognized human rights to be respected and protected for everyone. Amnesty International received the Nobel Peace Prize in 1977 and the United Nations Human Rights Award in 1978. We are independent of any government, political ideology, economic interest or religion. We are financed largely by contributions from our membership and donations. Countless individuals have worked with Amnesty International for change since 1961. 50 years of human rights campaigning with people like you uniting with million others in common action, we have changed minds, changed laws and changed lives.

**AMNESTY
INTERNATIONAL**



**AMNESTY INTERNATIONAL PHILIPPINES
NATIONAL SECRETARIAT**

18-A Marunong Street
Barangay Central, Quezon City
1100 Philippines
T (632) 3764342
F (632) 4338100

E section@amnesty.org.ph
www.amnesty.org.ph

Follow @amnestyph on Twitter
and @amnesty_ph on Instagram
Like us on www.facebook.com/amnestyph

You may also contact your local group:

