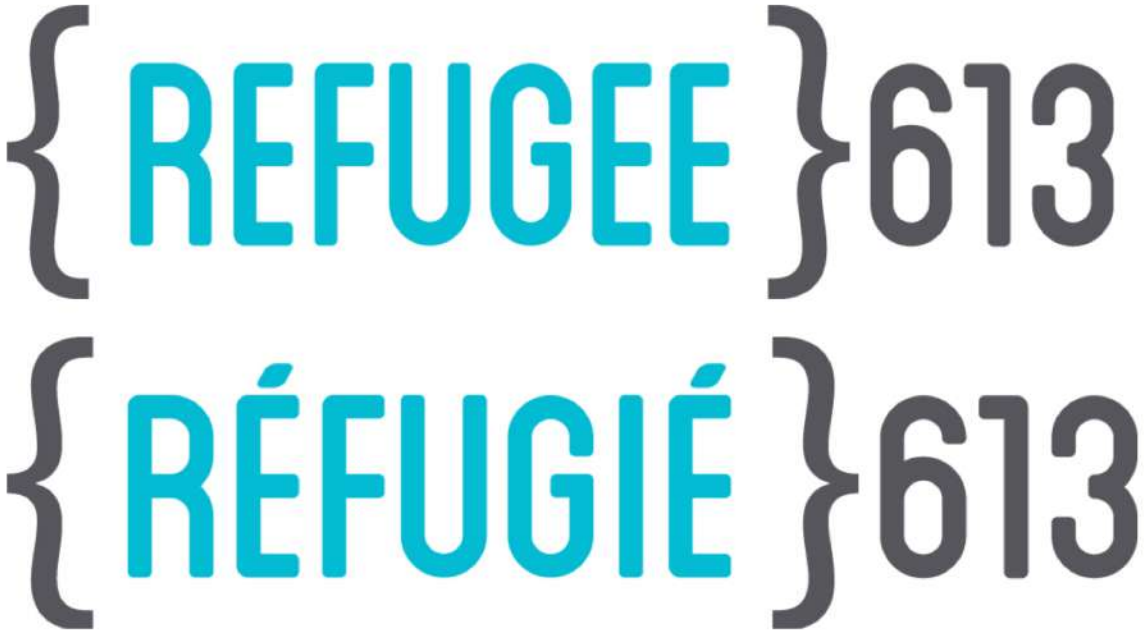
{ REFUGEE }613

Know (and love) your audience:

Building Buy-In for Immigration

Louisa Taylor | November 1, 2019 | Pathways to Prosperity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OUR VISION

EVERYONE THRIVES IN A WELCOMING WORLD.

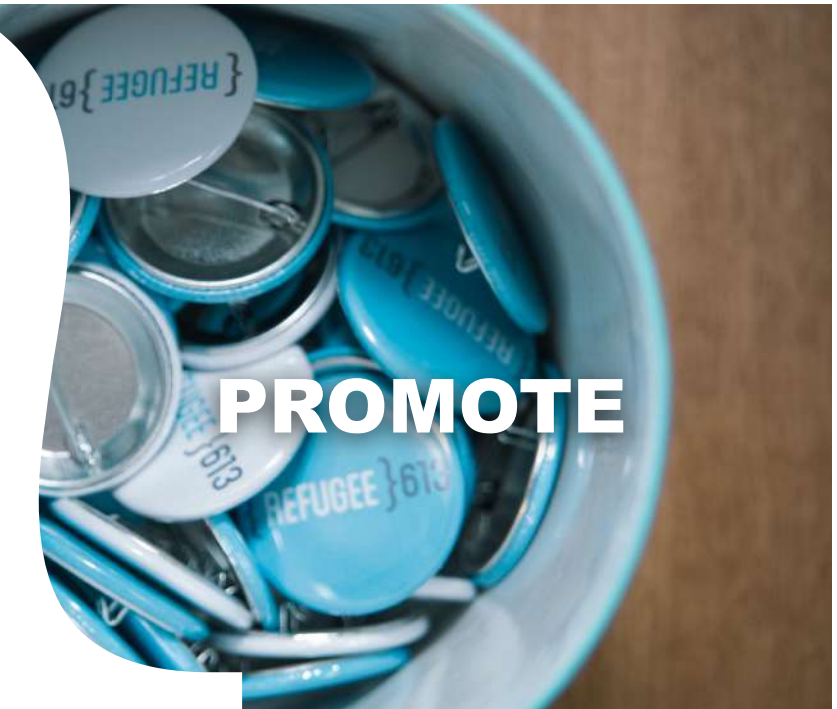
OUR MISSION

Refugee 613 is an agile and innovative communications hub that **informs, connects** and **inspires** people to welcome refugees and build strong communities.

CONVENE

CONNECT

TRAIN


PROMOTE

AMPLIFY

INFORM
NIGER
CHAD
SUDAN
BURKINA FASO
BENIN
NIGERIA
COTE D'IVOIRE
GHANA
Abidjan
CENTRAL AFRICAN REPUBLIC
ETHIOPIA
Gulf of Guinea
EQUATORIAL GUINEA
SÃO TOMÉ AND PRINCIPE
Equator
GABON
KENYA
TANZANIA
ANGOLA
ZAMBIA
ZIMBABWE
MOZAMBIQUE
NAMIBIA
BOTSWANA

SUPPORT FOR PRIVATE SPONSORS

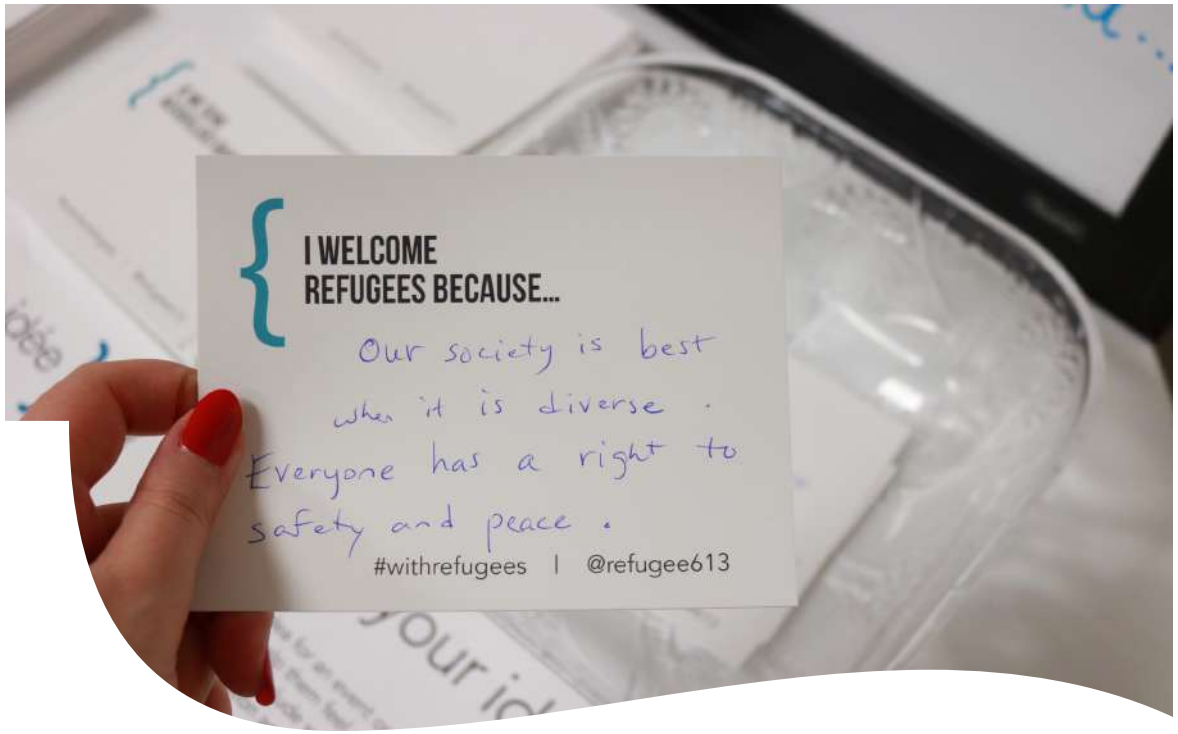
- Training in partnership with subject experts
- Inquiries, referrals, one-on-one problem solving
- Newsletters and other information resources

Community information

- Inquiries and Referrals
- Advising and Connecting Business, Government, Volunteers, Service Providers
- Media opportunities

INSPIRING EVENTS

- Human Libraries
- Storytelling
- Networking for sector & community



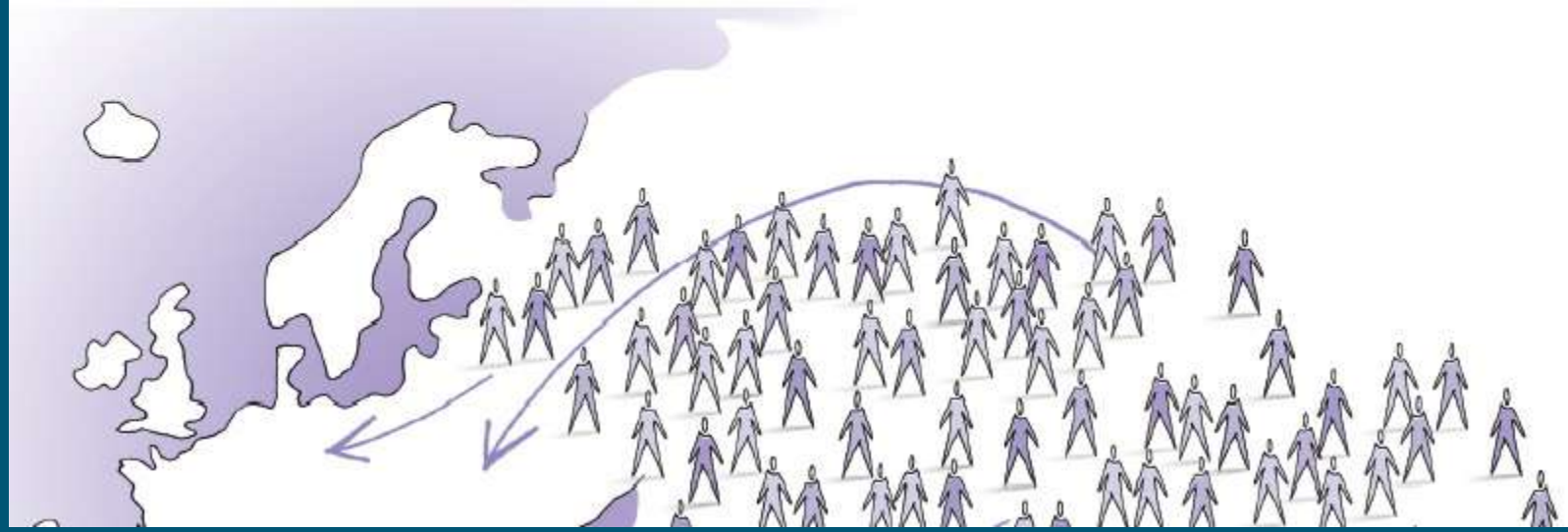
WHAT KEEPS YOU UP AT NIGHT?

Keep Canada
Canadian
No U.N.
No Migration
No One World
Order
Stand UP!

1 Immigrants steal jobs from Canadian-born residents
2 Newcomers are a drain on society
10 MYTHS ABOUT IMMIGRATION
What many believe about immigrants and refugees is wrong

MYTH

THE EU IS FACING A MIGRANT INVASION BECAUSE OF ITS GENEROUS ADMISSION AND RECEPTION POLICIES



Reframing Migration Narratives Toolkit

A set of resources for progressive campaigners working to put diversity and inclusion back on the public/policy agenda and counter populist narratives.

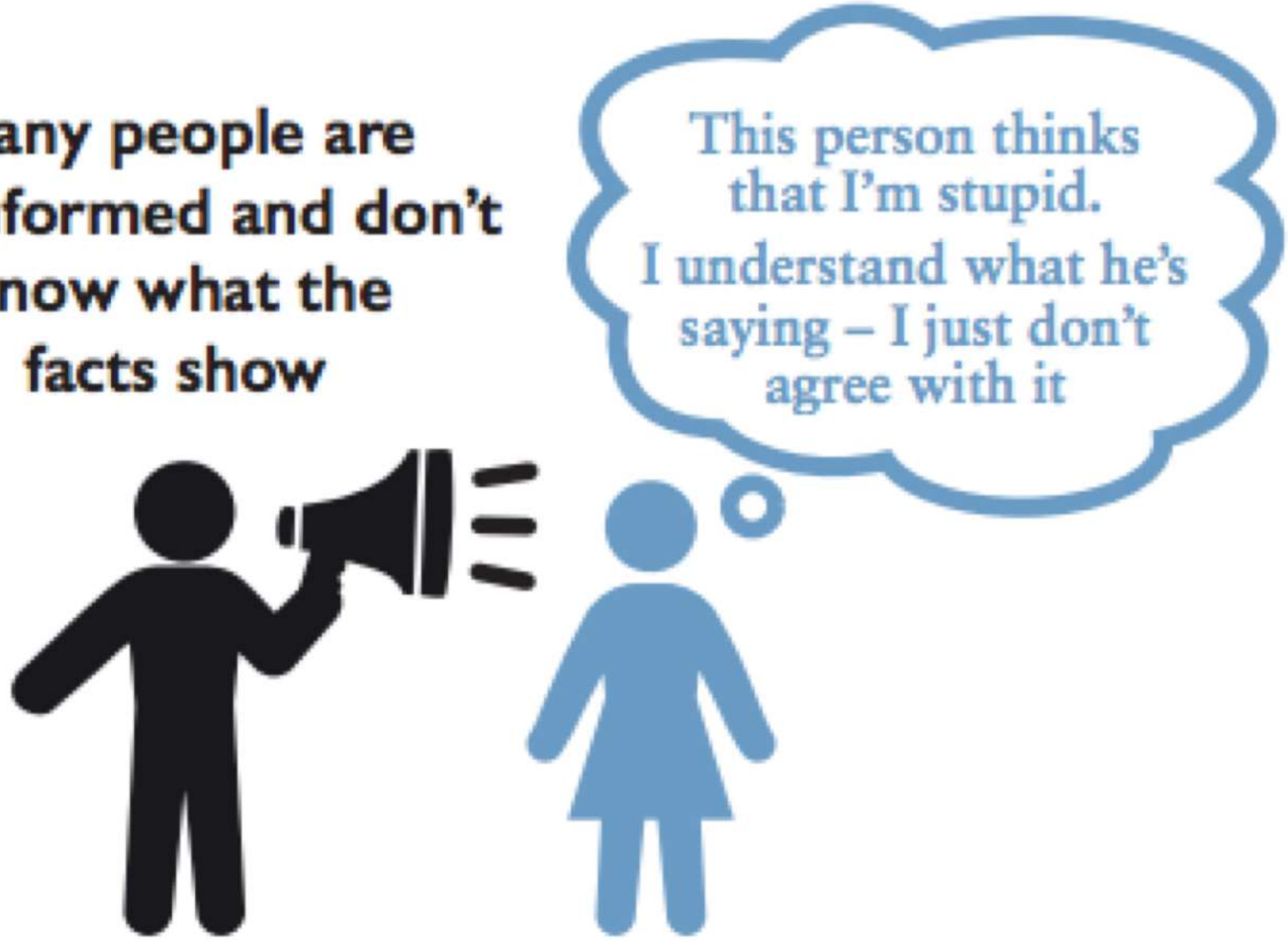
www.narrativechange.org

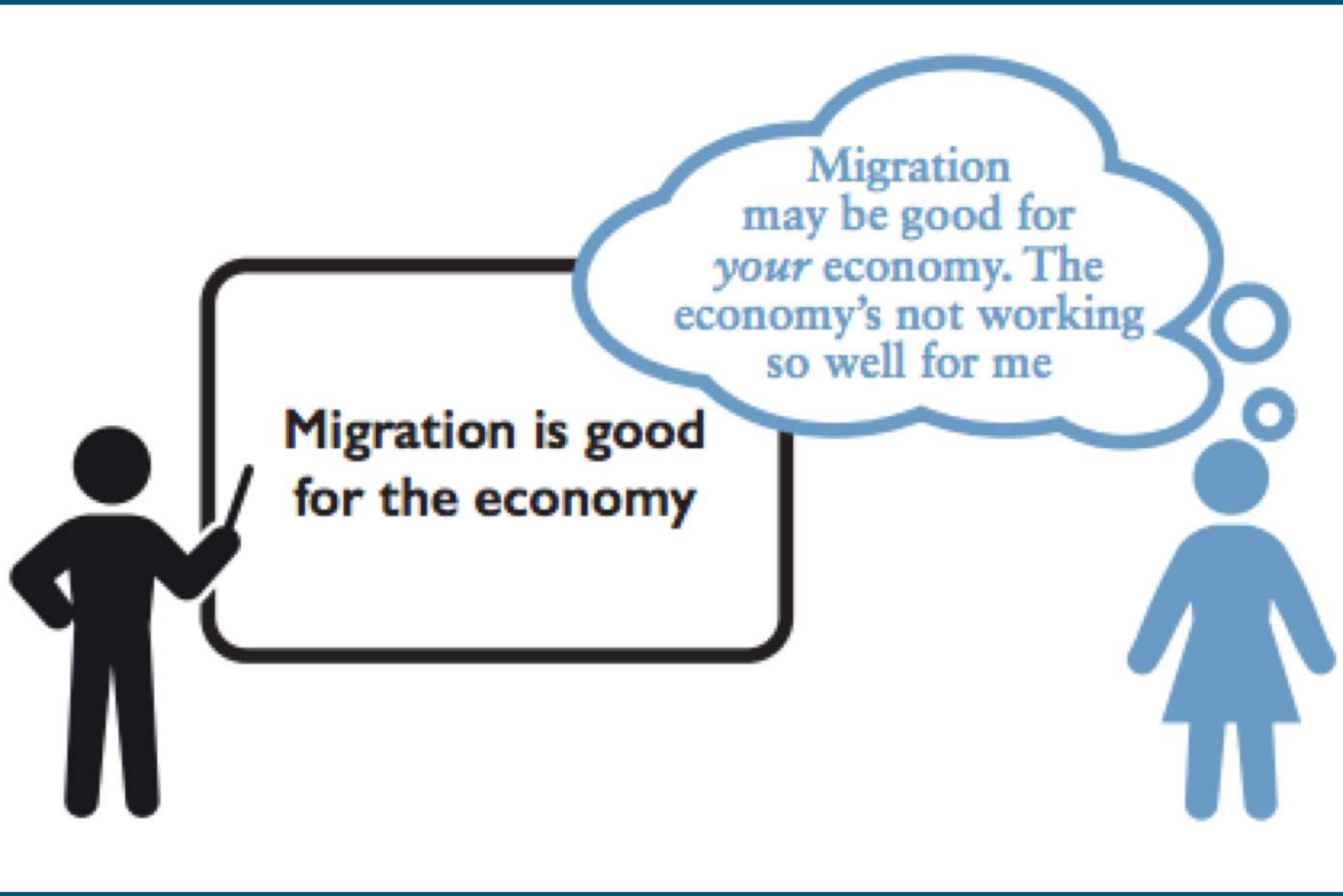
DON’T THINK OF AN ELEPHANT.

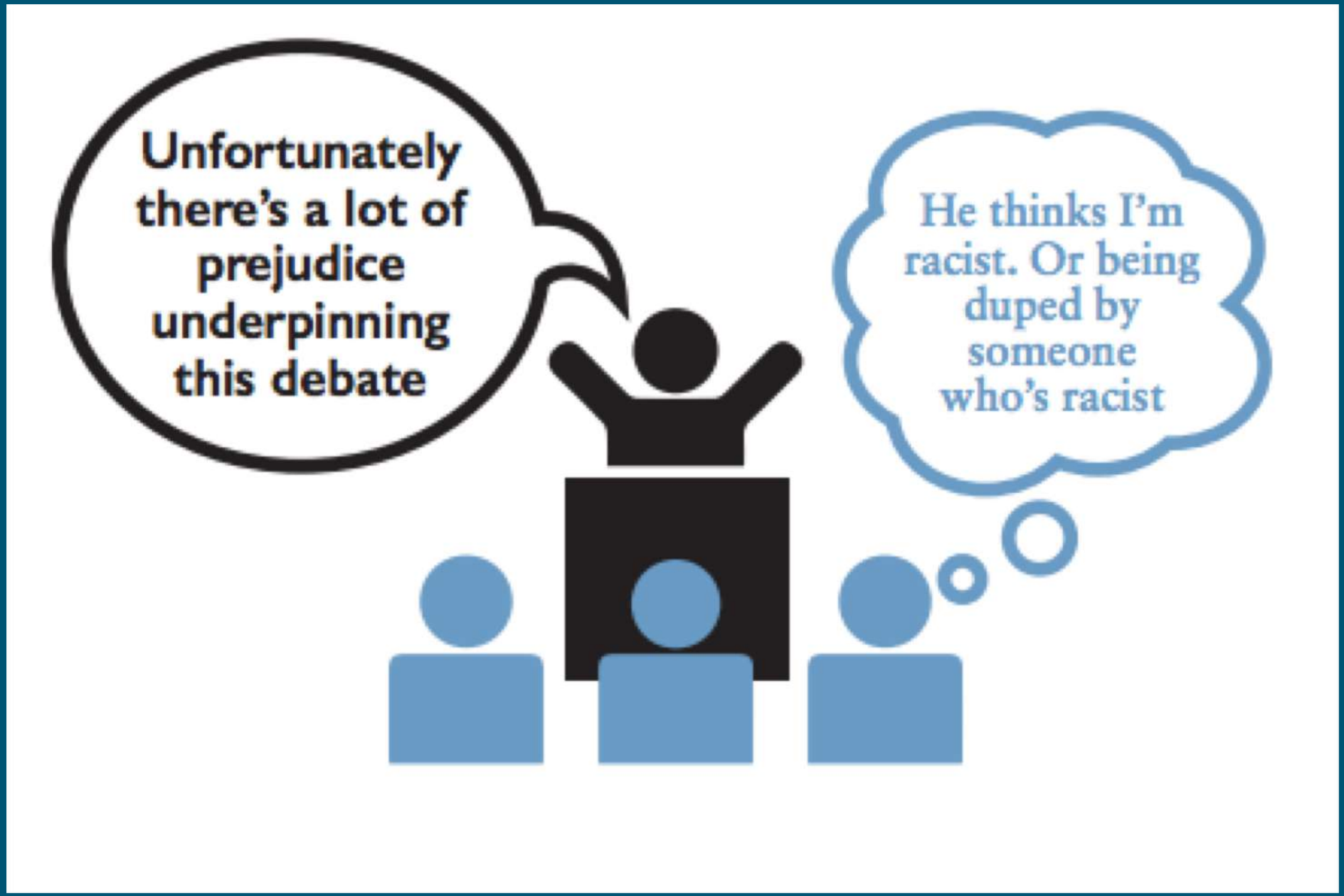
JOURNALISM
IS NOT A CRIME

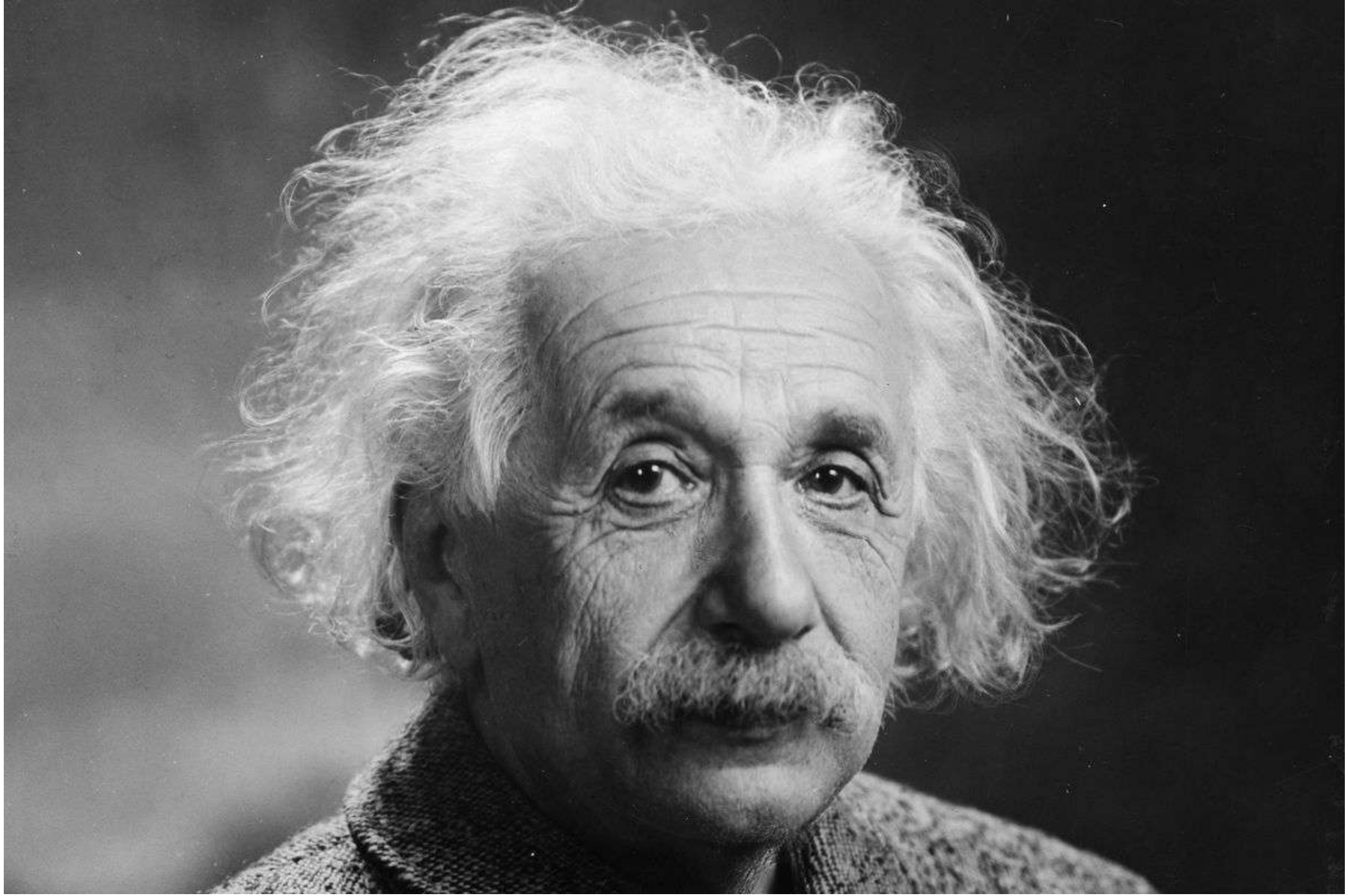
NO
HUMAN
IS
ILLEGAL

Many people are misinformed and don't know what the facts show




Migration is good for the economy
Migration may be good for *your* economy. The economy's not working so well for me


Unfortunately there's a lot of prejudice underpinning this debate
He thinks I'm racist. Or being duped by someone who's racist



‘The definition of insanity is doing the same thing over and over again and expecting different results.’

‘Martin Luther King Jr did not say ‘I have a complaint. He said ‘I have a dream.’”

Anat Shenker Osorio

Cognitive linguist & Messaging Expert

‘We must be *for* something desirable rather than merely *against* something deplorable.’

Anat Shenker Osorio

Cognitive linguist & Messaging Expert

You can’t communicate without an audience

Know (and love) your audience

- Who is your audience?
- What do you want them to think?
- What do you want them to do?
- What channel will reach them best?

Reframe your message to reach your audience:

- listen to understand
- find common values
- describe a positive alternative
- give them an open door

‘Movable middle’

Majority of Canadians don’t hold strong views on immigration

- Empower your base
- Engage the middle
- Define and marginalize the strong opponents

Tareq Hadhad

Entrepreneur, Storyteller, Former refugee

Welcome, entrepreneurship, love, community, chocolate.

Where the audiences used to be:

- TV news
- Op Eds
- TV or online commercials

Where the audiences are now:

- Facebook, Instagram, Snapchat, Twitter
- Community events
- One-on-one engagement

Channels you can use:

- Digital ad buys and organic content on Facebook, Instagram, Snapchat, Twitter
- Community events
- One-on-one engagement
- Local storytelling

Kindness of Strangers

- Ted-type talks
- Targeting the middle & base
- Compassion, kindness, welcome

Whenever you communicate, ask yourself:

- Are you talking about what you are FOR, or what are you are AGAINST?
- Are you campaigning for a SOLUTION, or against a PROBLEM?
- Are you warning about THREATS, or highlighting an OPPORTUNITY?
- Are you telling people they need to be angry and afraid, or that there is a reason for hope and determination?
- Are you telling people what to think, or telling them how you came to your conclusion so that they can make the same journey?
- Are you talking about victims, or everyday heroes?

— Thomas Coombes, Hope-Based Communications

louisa@refugee613.ca

‘Instead of mobilizing shame, we need to mobilize hope.’

Thomas Coombes

Amnesty International

Head of Brand & Deputy Director, Communications

To stay connected: louisa@refugee613.ca

Please put **P2P – Messaging** in the subject line