



Discuss and analyse the questions above. Use the template below to capture the main points.

Main intention

For example: does it seek to legitimise a policy? Does it seek to convince the public about a certain action?

Form of stereotype, prejudice or racism

For example: Is there antisemitic and sexist content in a post on a Facebook profile of a Jewish female student?

Type of hateful behaviour that it encourages

For example: is there a call to “kill the Muslims”?

Possible reasons for the emergence/persistence of the oppressive narrative

For example: is there an unresolved socio-political conflict?



This template will enable you to analyse thoroughly the context, and capture any observation for different dimensions of the narrative's context. Complete the boxes relevant for your situation.

Social context

Political context

Economic context

Cultural context

Geographical context

Media context



Describe the target group by using the template below.

THE OPPRESSIVE NARRATIVE TARGETS THE FOLLOWING INDIVIDUALS OR GROUPS:

a) individuals

Common targets of hate speech

- Asylum seekers and migrants

- LGBT

- Roma

b) groups

- Religious minority

- Other: _____

- Other: _____



This work sheet will help you capture the impact of the oppressive narrative.

At the level of individuals or groups:

At the national level:

At the local level:

At the international level:



Use the template below to define the particular segments of your audience and create personas. Remember: this is a general template and you can always adapt it to local, national or international contexts.

Politicians (this includes every actor who is directly involved in politics: president, prime minister, ministers, advisors, opposition parties, mayors, etc.)

Public sector & Universities (this includes the broad sector of public service, such as teachers, doctors, public servants, etc. and the academic sector)

Youth (this includes the youth sector from all backgrounds, geographical areas, etc.)

Civil society (this includes particular individuals, or organisations, who are part of civil society)

Media (this includes any type of media representative: editor-in-chief, journalist, online blogger, etc.)

Celebrities (this includes famous people whose words are well heard)

Religious communities (this includes every representative of any religion present in the country)

International organisations and missions (this includes representatives from any international organisation and mission, such as UN agencies, embassies, Council of Europe and institutions, etc.)

Create personas

Add a picture or drawing



Name:

Religion:

Gender (if applied):

Place:

Ethnicity (if applied):

Occupation:

Nationality (if applied):

What audience segment the person belongs to (see above):

- Is the person a producer, a supporter, a target, indifferent or not involved with the oppressive narrative?
- Is the person related directly or indirectly to oppressive narrative?
- What attitudes, feelings, sympathies does the person hold?
- General interests (for example, what type of media does this person use? Which places does this person frequent most?)



Use the template below to identify your target audience, the content and the tone and draw lines to match them.

Example
Target audience:
youth

Example
Tone:
**informal,
humor,
emotional**

Example
Content:
**youth friendly,
facts, illustration,
personal story**

Target audience 1.

Content

Tone

Content

Target audience 2.

Tone

Content

Content

Target audience 3.

Tone

Tone

Tone

Target audience 4.

Target audience 5.

Content

Content

Target audience 6.



Use the template below to identify mediums for each target audience. Draw lines to match them.

Example
Target audience:
women in rural areas



Example
Medium:
Local radio
SMS messages
Face-to-face meeting

Target audience 1.

Medium

Medium

Medium

Target audience 2.

Medium

Medium

Target audience 3.

Medium

Target audience 4.

Medium

Medium

Target audience 5.

Medium

Target audience 6.

Medium

Medium



Use this template to develop your counter-narrative action plan.

COUNTER-NARRATIVE ACTION PLAN

ACTIONS What will be done?	RESPONSIBILITIES Who will do it?	TIMELINE By when? (week/month/year)	RESOURCES A. resources available B. resources needed	POTENTIAL BARRIERS A. What individuals and organisations might resist? B. Why? How?
Action 1: Arrange an interview on tv for refugee crisis	John Smith	2nd week of may 2020	A. We identified the TV B. We need to identify the show and journalist. We need media training to prepare for the interview	A. The owner of the TV channel could potentially resist B. Because he support anti-refugee groups and parties
Action 2:				
Action 3:				
Action 4:				
Action 5:				
Action 6:				
Action 7:				

Use this template to develop your calendar.

DEVELOP YOUR CALENDAR

day/week 1	day/week 2	day/week 3	day/week 4	day/week 5	day/week 6	day/week 7	day/week 8	day/week 9	day/week 10	day/week 11	day/week 12

Use this template to identify your supporters.

IDENTIFY YOUR PROMOTERS

Supporter name:

What particular segments does your promoter belong to? (e.g. politician, religious leader, celebrities etc.)	What subjects of your counter narrative will the promoter engage with? Be precise! (e.g. legal status of refugees)
Which target audience the promoter will effectively reach? And which target audience is valued?	Has the promoter been engaged with similar initiatives in the past? If yes, explain how and what initiatives?
Is your promoter a voice trusted by the target audience?	What media does the promoter use? How often? What is their reach in the media? (e.g. number of followers online, etc.)



Use the template to plan your engagement with the media.

ENGAGE WITH MEDIA

1. Which media you are going to reach out to?	
2. Which section / show/ programme? Be precise!	
3. Describe the main features of the section / show/ programme?	
4. Who is the potential audience?	
5. Who is responsible for the section / show/ programme? Add also the contact details.	



Customise this database template for journalists.

Name			
Organisation			
Media			
Reach			
Based in			
Freelancer / Staff			
Email			
Twitter			
Phone			

- Tips on how to pitch a story successfully through Message Map can be found at the following link: www.youtube.com/watch?v=phyU2BThK4Q
- Use Alexa platform (www.alexa.com) to identify the audience numbers of online portals. (When you enter in the platform, scroll down and type the URL of the news portal under "Browse Top Sites".)