

GET PEOPLE TALKING  
ABOUT DEMAND DIGNITY

AMNESTY  
INTERNATIONAL



# MAKE MUSIC FOR DIGNITY

**USING A MUSIC EVENT TO PROMOTE DEMAND DIGNITY IS A REALLY EFFECTIVE WAY OF GETTING NEW AUDIENCES TO HEAR ABOUT THE CAMPAIGN AND TO AMPLIFY THE CALL FOR CHANGE**

## ACTION

You can either set up your own music event or festival or use an existing event to help promote the campaign. Working with a musical organization or venue is probably the best approach as they will have the specialist experience and contacts to organize the event – and you can concentrate on promoting Demand Dignity.

## GETTING STARTED

Approach music organizations or venues that you think will be sympathetic to Demand Dignity. Explain the aims and global scale of the campaign. They might have specific ideas about what they can do to support the campaign but you should also take along some ideas of your own – see below.

## IDEAS

- Use the campaign symbol at the event – outside, inside or on the stage – and on any materials that promote the event, such as posters, flyers and websites. You could adapt the symbol for a particular concert or festival.
- Choose music or musicians that relate to the themes of the campaign.
- Intersperse the music with readings and personal testimonies about dignity and human rights.
- Put together an event that features music from communities affected by the issues raised in the campaign – or see if this music can be included in a wider event.

- Run a stall to recruit supporters and get people to sign up to the campaign.
- Find out if there is an opportunity to raise funds.
- Promote the event to the local media. You could try and set up a media partnership with a newspaper that has a connection with the campaign or a radio station that plays similar music to your event. You could also link the event to a specific Demand Dignity issue. For example if you linked your event to the issue of maternal health, it might be of interest to a women's magazine or radio programme. See Action card 4.
- By linking with the campaign, they can get support, goodwill and loyalty from audience members who feel positive towards their support for the Amnesty International campaign.

## SHARE IT

We want to share your event with other Amnesty International campaigners. You might need to ask the event organizers for permission to film or take photographs. See Action card 5 for how you can share them with other activists and supporters.

## PRACTICAL ISSUES

## WHAT'S IN IT FOR THEM?

Some partners might already be committed to the Amnesty International cause but you might have to show others how Demand Dignity can benefit their event, festival or venue. You might need to convince them to support Demand Dignity rather than to provide sponsorship. Here are some of the benefits:

- You can promote their event and venue through the network of Amnesty International supporters and other organizations that you are working with.
- By working with Demand Dignity, you can promote the event and venue to the media. You might be able to help them secure media partnerships (see above).

- If you are organizing the event yourself, you might need to get permission or a licence.
- Make sure the campaign symbol and slogans can be seen.
- Set up a stall or have activists on hand who can sign people up to Demand Dignity and Amnesty International.
- Make sure the media know about it – see above and Action card 4.