



Kia ora, Welcome to Activism in the Urban Jungle

An organisational aid to assist in mahi tautohe.

Background Information

He Korero

The following are guidelines that may be developed to help your specific kaupapa, roopu or rohe prepare for mahi tautohe particularly in urban areas. Please remember that protest should not be the entire basis for your action. Affecting change and empowering people should be at the forefront of all your efforts.

HIKOI TAUTOHE

Important Documents

Mana Pasifika

Nga Kaiwhakahaere

Before organising any action get together an organising team.

International

These are the people who will take responsibility for the action.
Important areas to organise:

Subscribe

- Date, time, place, route media spokespersons
- Kaiarahi, kaitautoko safety officers
- Kaikorero Police liason officers
- Nga Panui, nga karere
- Te ra, te wa, te haerenga

Contact Us

Home



Choose a time and day that will allow as many people as possible to join. Ensure you have a suitable sized space to meet beforehand ie marae, park, etc, to organise the marchers. Also consider an alternative action such as a public meeting if weather conditions affect your hikoi. Plan the route carefully. Remember areas that require extra care such as busy intersections, bridges, one way streets, etc, and take steps to protect the marchers in these areas. Wherever possible direct your action to areas where many people gather ie malls, shopping areas, main streets. Remember, for an action to be successful you must create awareness and hopefully change, so a public profile is important. Advertise the march at least two weeks in advance. Use as many networks as you can to advertise ie reo irirangi, marae etc. Hang posters and drop flyers in housie halls, kohanga reo, kura. Posters are a quick way of informing people about your action and are easy to create and hang.

(2)Kaiarahi, Kaitautoko

Appoint marshals to protect and guide the march. Ensure they are known to the marchers or are clearly identifiable. Maori wardens may be able to assist you. The marshals should also be fully informed on the route of the hikoi and areas that require special care. Communication before, during and after the hikoi is imperative for the safety and success of your hikoi. Marshals may also assist in difficult situations. If necessary, tane ma should walk on the outside and wahine and tamariki on the inside. It is recommended that someone who knows First Aid accompany the hikoi. Your local St Johns group may assist you for a koha. Always carry a first aid kit. You never know when you may need a lawyer so have contact numbers handy.

Te ahua o te hikoi

Use banners, symbols or techniques that are specific to your kaupapa, roopu or rohe such as flags, waiata, posters, banners, panui, haka. Banners and placards are an easy and cheap option, depending on their usage and how strong you want to make them, materials can vary from cardboard to calico. Prepare a simple waiata/chant sheet and distribute it at the beginning of your action. Don't forget a loud hailer. You can hire them from a local hire centre. Appoint someone to "hype" the crowd. Media, nga panui, nga karere Successful media speaking is about delivering your issues in a way which will be of interest to the media and yet still retain the message of your action. Define what the crucial issue/s are beforehand and reduce them to a simple and short message. preparation is important so take a few minutes beforehand to organise your korero before speaking to the media. If you are contacted by phone ask for a question line beforehand and ask them to phone back. This allows you preparation time.

(3)media, nga panui, nga karere cont...Always answer questions in a manner that you wish. The media may discuss an event that occurred in the past or may divert from the important issues. Decide what issues you would like to focus on and stick to them. Do

Public Access New Zealand

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Thursday, 30 September 1999

Hon Jenny Shipley MP
Parliament Buildings
Wellington

Dear Mrs Shipley

National's Election Policies

Public Access New Zealand plans to publish an assessment of party policies for this year's general election.

I would appreciate receiving your Party's policies on the following subject areas as soon as they become available – CONSERVATION, ENVIRONMENT, TRANSPORT, TREATY OF WAITANGI, CONSTITUTIONAL, OUTDOOR RECREATION, CROWN LANDS.

Additionally I enclose a detailed questionnaire on the above subjects. This is designed to gain insight into the level of understanding of issues that concern us and to solicit specific policy responses that are unlikely to be contained in publications aimed at general audiences. Please would you refer this questionnaire to your party's relevant spokespersons. If they require background to any of these questions I would be please to provide this.

I need to receive all your policy material by Friday 22 October so that our publication deadline can be met.

Public Access New Zealand is not aligned to any political party. Our assessment of your policies will be a weighted appraisal based on how closely they coincide with PANZ's objectives (see foot note), their specificity or ambiguity, as well as the absence of policy in important areas.

Yours faithfully



Bruce Mason
Researcher

Public Access New Zealand is a charitable trust formed in 1992. PANZ's objects are the preservation and improvement of public access to public lands, waters, and the countryside, through retention in public ownership of resources of value for recreation. PANZ draws support from a diverse range of land, freshwater, marine, and conservation interests representing approximately 200,000 people from throughout New Zealand.

not feel intimidated by the media. tips for radio try smiling while talking as it softens your vocal tones. Your audience will relate to your views more easily if they feel comfortable. pre-recorded interviews are easier but you run the risk of allowing the media to manipulate your comments. Keep your comments concise. live interviews are more difficult but with good preparation you will achieve good results. To protect yourself, determine who you are speaking with before you give an interview. For all you know it could be a police officer posing as a journalist. tips for print media provide a press release or information pamphlet to all journalists so they may use it as reference material. avoid photographs that are taken from an upward angle (ie photographer lying on the ground taking an upward photo). This is used to convey aggression. tips for television Do not frown. Practise lifting your eyebrows, this lifts your face and dispels any frown. Most camera shots will be from your shoulders upward so remove objects that may distract the viewer such as sunglasses. Do not look down the barrel of the camera. Do not lean into the camera. Interviewers use this to convey aggression

(4) media release A media release is a short statement outlining what your action is about. It is important to make sure that a media release is simple and straight to the point. If possible relate your issue with current issues ie Treaty settlements, Waitangi Day, confiscation etc Use single sided A4 paper and an organisation letterhead if possible. Mark "Media Release - for immediate use" and date. Use a brief, punchy headline which summarises the content. The first paragraph should contain no more than 30 words and should give all the main details of the story, with each subsequent paragraph decreasing in importance. Use dramatic, descriptive language if it will liven up your statement without being sensational. Each sentence should be a new paragraph. Attribute statements to a particular person including full name and position and back up any statements with hard evidence. At the bottom of the page provide at least one contact person for further information: include title, work and after hours numbers mobile and pager. Most importantly, remember to do a spell and grammar check of your media release. A release may be delivered by hand or faxed. Try and limit your press release to one page. timing releases Television news stories are normally gathered by 2.30pm unless they are of major significance therefore release your statement early. If your release is a response to an event release it as quickly as possible. Stories are considered old news if they are 6 hours after the event.

(5) follow up Certain events will require media follow up such as 'occupations'. In this event use 'fresh' approaches to every new media release. make personal contacts with the local media. Consider releasing two statements, one the day before so that they will schedule your action and one on the day as a reminder. After doing interviews, remember the journalists name and start a media contact list. Always contact local and regional press, your story may not be taken up nationally but if it contains a local dimension it may have some success. speakers forum Sometime during your rally or hikoi it is recommended you have speakers. Invite other sectors of the community who support your cause to speak. This may include womens groups, unions, education groups etc. Write a programme and distribute around the rally so people know what is going on. Book a PA system for speakers, and make sure that it is the correct PA for the space in which you are meeting. Organise backup speakers in case some are unable to attend. Leaflets, pamphlets etc pamphlets are an effective information provider and are recommended at rallies and hikoi. When developing pamphlets follow the basic rules of who, what, where, when, why and how. consider the presentation of pamphlets. An A4 sheet of paper is acceptable for media releases but not often used for the public. You have approx 10 secs to capture passing pedestrians so a smaller panui is advised.

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Thursday, 30 September 1999

Jim Anderton MP
Parliament Buildings
Wellington

Dear Mr Anderton

The Alliance's Election Policies

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