

Let people speak for themselves • let facts speak for themselves • turn around preconceptions about what we do • challenge assumptions about who we are • provoke • inspire • reassure • empower • be honest and brave • don't tell your audience what they should feel • show them things they've never seen before • give people cameras • ask them to interview themselves • print full-bleed maps • we are here • why aren't you? • reproduce their letters • show them an AK47 • tell them it will fire 1200 rounds a minute • don't tell them it is evil • show them what it will do to someone • then show them what we are doing about it • show them what people like them are doing about it • bring them on and bring them in • make them angry • make them laugh • make them want to read it again and again • make them want to change their world • but above all – make them want to start NOW