



CHILDREN'S RADIO
FOUNDATION

THE CHILDREN'S RADIO FOUNDATION PRESENTS ITS

***LGBTQI+ Media
Advocacy Toolkit***



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INTRODUCTION

Welcome to the Children's Radio Foundation's LGBTQI+ Media Advocacy Toolkit!

We created this guide to help civil society groups and activists use radio and podcasting skills to advance LGBTQI+ rights across Africa. Most of the tips and tricks you'll find inside were inspired by our Queer Radio Project, which works with youth organizations including Jeunialissime in the Democratic Republic of Congo, the Gay & Lesbian Network in South Africa, TransSmart Trust in Zimbabwe, and the Intersex Society of Zambia to elevate LGBTQI+ voices on the continent.

Before we dive into the details, take a deep breath and close your eyes. Listen carefully. What do you hear?

Even without words, the sounds around us tell a story.

We can share these stories and tell our own through community radio shows, podcasts, music, and voice notes -- all without showing our faces. The relative anonymity this brings is one of radio's greatest gifts, especially for LGBTQI+ communities who face discrimination around the world and criminal restrictions in about 70 countries, half of them in Africa.

Radio is easy to learn, cheap to produce, and extremely accessible for most hearing persons. It flows across geographic and political borders without permits or passports. It keeps people informed without requiring them to read. In many communities, radio is still the best way to get news, and it's a great way to find and connect with your audience.

Radio can be formal or funny. It can brighten people's moods or tug at their heartstrings.

When used effectively, it can open listeners' minds and encourage them to act in ways that advance human rights.

All of this makes radio a perfect tool for advocacy. In one short story, you can introduce listeners to an important issue, let them hear from someone affected by it, and encourage them to advocate for change. You can inform, educate, entertain, and inspire -- all in one go! Over time, you can build an audience and a community of allies who share your beliefs and are willing to work towards making them a reality. That's what our Queer Radio Project partners are doing, and why more and more activists around the world are creating radio shows and podcasts to advance their causes.

This toolkit begins with some important tips to keep you and your community safe and healthy. The next sections get you started with radio and telling your community's stories in ways that make people stop, listen, and take action. The rest of the guide is designed to help you build a media advocacy strategy and spread your powerful message to the right audiences. The final show production guide and additional episode sheets walk you through producing your first few radio shows or podcast episodes, all while advancing advocacy efforts in your community.

We know you're busy, so we've done our best to keep this guide short, sweet, and specifically focused on using radio to advance LGBTQI+ equality. If you'd like to dive deeper into a particular topic, visit some of the great resources we link to in each section.

Your voice is strong, your opinion matters, and the best person to tell your story is you. Now let the world hear it!

SAFETY FIRST!

Queer activists don't have the luxury to consider safety as an afterthought. "What could possibly go wrong?" is not a rhetorical question for us. It's one we need to address first, before getting anywhere near a recorder.

CREATING SAFE SPACES

Safe spaces encourage people to freely express themselves without fear of discrimination. If your team and the people you interview (your "sources") don't feel safe, your radio show and your community will both suffer.

Before starting a show, your team might want to create its own safe space policy. Such policies often discourage identity-based discrimination (racism, sexism, transphobia, etc.) and encourage confidentiality, which allows team members to speak honestly and openly without worrying that what they say might be repeated outside the group.

SOGI Campaigns offers the following [tips for creating safer spaces](#):

UNDERSTAND YOUR COMMUNITY

Before creating a safe space policy, think about which members of your community would benefit most from it. Within many LGBTQI+ circles, women, trans and non-binary people, and people with disabilities are sometimes excluded from conversations. A safe space policy should ensure that marginalized voices within your community can make valuable contributions.

PREEMPT PROBLEMS

Identify some of the common problems your community faces. Does one person

or group dominate conversations? Is the language used accessible for everyone? Brainstorm solutions.

PROMOTE COOPERATION

Rather than setting rules that ban some people from speaking or acting in certain ways, promote cooperation instead. If one group tends to interrupt another, try to promote behavior that allows all voices to be heard without alienating or excluding anyone.

GET FEEDBACK

Make sure you get feedback on your safe space policy from the rest of the community. If a rule or suggestion isn't working, change or drop it. If you find something is missing, add it.

MAKE YOUR POLICY KNOWN

Safely share your policy online or in-person. This will ensure that everyone understands it and agrees to operate by its standards.

LEARN FROM OTHERS

Although every safe space policy is different, most include similar themes. Look at partner organizations' policies for inspiration and ask them how they're working. When you learn from others, you're less likely to repeat their mistakes.

CONSENT AND CONFIDENTIALITY

Radio allows us to speak in our own voices without worrying about how we look. For queer people who fear discrimination or stigma, this relative anonymity can help us relax and open up. Don't let it lull you into a false sense of security. Just because listeners can't see someone's face doesn't mean they won't recognize their voice.

If you expect your story to contain identifiable information about a person (their name, their date of birth, their voice, the names of their relatives, etc.) you should get their "informed consent" before starting the interview, or at least before the story airs. Getting informed consent means clearly explaining to your source when and where their story will be shared and outlining any risks that might arise. Remind them that once their story has been shared online it could potentially reach anyone. After you've explained the relevant risks, give them time to reflect before making a decision about whether you can broadcast their name or voice. Your goal isn't to scare them away but to inform and protect them.

Even if you obtain a source's informed consent, you should still evaluate safety concerns with your team before broadcasting anything that could reveal their identity or the identities of people they mention. You might decide it necessary to anonymize their names, which can be done using some of the following phrases when introducing a new source in your story:

- “Rachel, whose name has been changed to protect her identity, is an activist...”
- “Rachel, not her real name, is an activist...”
- “Martha, whose surname has been withheld to protect her safety, is an activist...”
- “The source, who wished to remain anonymous for her safety, is an activist...”

You should also generalize details about anonymous sources so as not to accidentally identify them. If your source is 19 and her age is relevant to the story, say she is in her late teens. If she lives in “a small village in Kwa-Zulu Natal,” say exactly that rather than the village's specific name. If she works as a server at a well-known restaurant, say she works in the hospitality industry. Details help tell your story, but keeping them broad can help keep a vulnerable source safe.



You can remain anonymous and still push the agenda. If we feel we are not safe, we can use these tools and still send out the same message.

-- Member of TransSmart Trust, which produces the Purple Royale podcast to address transgender issues and stories in Zimbabwe.

Generalizing details is far better than changing them completely. If a source is from Kenya but you say they're from Uganda, that little white lie might keep your source safe, but it will also distort their story and how listeners understand it. Most journalists consider inventing details to be unethical. If inventing a detail or two is absolutely necessary to help your story flow and keep your source safe, tell your audience that's the case. It's important to be transparent in your reporting process, even when you're being deliberately vague with the details for safety's sake.

If you're broadcasting in a small community or if your context is particularly dangerous for queer people, you may need to change a source's voice. You can do

this by distorting the voice in the editing room or during the original interview using a free voice-changing app like “Voice Changer with Effects”. Choose an effect that makes the final distorted voice sound different enough from the original but not so strange that it becomes distracting or difficult to understand. Distortion effects can sometimes be reverse-engineered to reveal the speaker’s true voice, so a safer solution would be to transcribe the interview and have a good actor, maybe someone on your team, repeat the source’s remarks and use that voice recording instead of the original.

Whatever tactic you take, tell your audience what you’re doing and why you’re doing it so they don’t get confused. If you only want to include a short quote from an anonymous source, it might be best to just paraphrase their idea and read it in your own voice during the story.

Despite your best efforts, there’s no guarantee that a source’s identity won’t somehow be revealed. Be clear and realistic about what steps you plan to take to protect them when you discuss informed consent, and follow through on your promises. If you say you won’t reveal their identity to anyone, don’t! Not even to your closest friends and family. If a source later decides they don’t want something broadcast for their own safety, we need to respect that. Make sure they know how to contact you in case they change their mind and want to revoke their consent before you share their story.

YOUTH CONSENT

If your radio project involves minors, or if you plan to interview minors, getting permission from their parents or guardians may be legally required in your country. This can be difficult and even dangerous for queer youth who are not out to their families or broader communities. When discussing how to approach youth consent with your team, think carefully about honesty and safety. You can find [sample consent forms](#) under the tools section of our website.

PHYSICAL AND DIGITAL SAFETY

Protecting your source means protecting yourself. If possible, meet your source somewhere private -- wherever you both feel safe -- and capture the interview on a digital recorder with a removable memory card rather than on your phone or

laptop. When the interview ends, remove the memory card and hide it somewhere safe right away. Replace the card with an old one that doesn't contain any sensitive information in case your recorder gets lost, stolen, or confiscated on the way home. If you're taking notes during the interview, don't write down the source's name or any identifying details in your notebook. Commit those details to memory or write them down somewhere else.

Avoid being online when editing sensitive material. If you have access to two computers, keep one completely offline and use it to import and edit your story. Once you're done editing, export the finished story and copy it onto an external drive you can then plug into your online computer. Be sure to delete any original files that contain sensitive information before sharing your final story.

If you need to do an interview online, be sure to use encrypted channels. For details about what this means and for more digital safety tips, check out the following resources:

- [Safe Queers](#) (Out in Tech and The African Queer Youth Initiative, 2020) is a digital security guide that covers strong passwords and password managers, two-factor authentication, encryption, social media and dating app safety, safe storage and browsing, and information you shouldn't publish.
- The [Security In-A-Box: Digital Security Tools and Tactics for the LGBTI Community in Sub-Saharan Africa](#) (Tactical Technology Collective and Front Line Defenders, 2015)
 - is no longer being updated but is still an excellent resource.
- The Electronic Frontier Foundation's [Surveillance Self-Defense Guide for LGBTQ Youth](#) offers tips and tools to help you more safely access resources, navigate social networks, and avoid snoopers.
- The Committee to Protect Journalists has a curated list of [Digital Safety DIY Guides](#).
- The [SAFE Basic Training Curriculum for Media Practitioners and Social Communicators](#) (IREX, 2018) offers useful advice on risk assessment, situational awareness, psychosocial self-care, and stress management.
- [Security One-Sheets](#) (SOGI Campaigns, 2017)
- [5 Online Security Steps to Take Now](#) (SOGI Campaigns, 2015)

MENTAL HEALTH AND WELLNESS

Many queer people experience and are exposed to trauma, but healthcare discrimination and other legal and social barriers can make managing our mental health incredibly difficult. If you notice signs of trauma (exhaustion, painful flashbacks, guilt, anxiety, stress, depression, burnout, crying, or substance use) in yourself, your team, or the people you interview, help is available.

The Dart Center for Journalism and Trauma offers resources on [covering trauma](#) and [managing stress](#). The International Center for Journalists offers [mental health tips and resources](#).

If you're struggling with stress, anxiety, or depression, there are many free online therapy programs and courses. The Centre for Interactive Mental Health Solutions offers [Bliss, a free eight-session interactive online cognitive behavioral therapy program for depression](#) you can complete at your own pace. Palouse Mindfulness offers a [free eight-week online mindfulness-based stress reduction training course](#).

In-person therapy can be expensive, but free and reduced-cost options are sometimes available. Local clinics, hospitals, universities, or civil society organizations may offer free or affordable sessions with therapists in training. Many group therapy sessions are free. See what's available in your community, ideally something that will be queer-affirming.

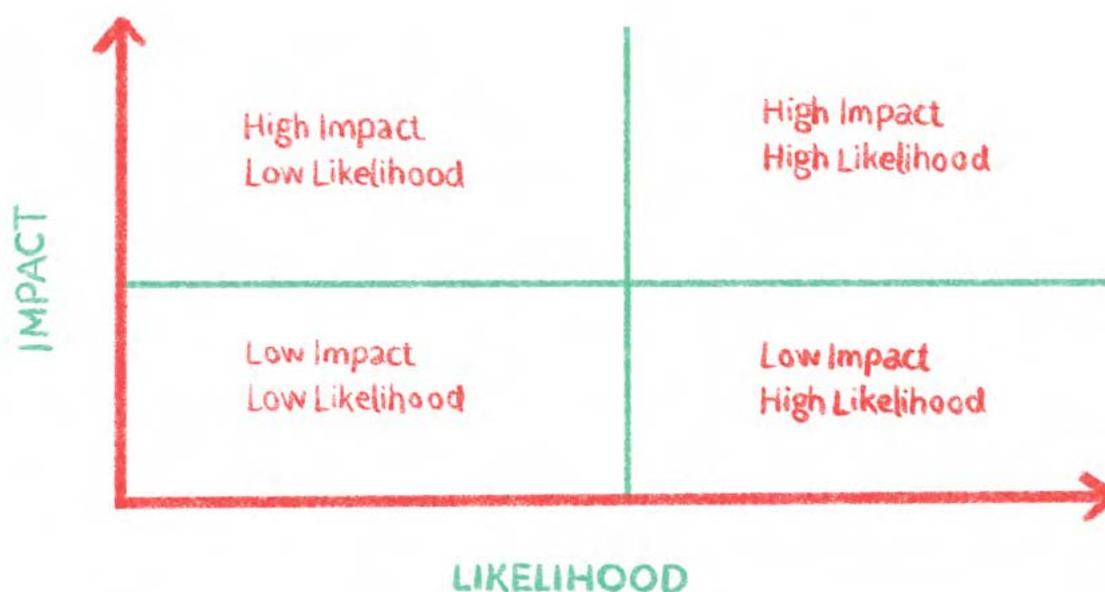
If your radio show or other media advocacy work brings out antagonistic listeners and internet trolls, there are steps you can take to fight back. Pen America has an [online harassment field manual](#) with tools you can use to defend against abuse. It includes tactics for protecting your online presence, documenting harassment, strategies for response, and sources of support. For a quicker overview, read the Committee to Protect Journalists' [psychological safety note on online harassment and how to protect your mental health](#). Tips include updating your privacy settings, muting or blocking harassers, and temporarily disabling your accounts.

Take care of yourself and your community. Check in on each other's physical and emotional health, and keep an eye out for signs of trauma or [burnout](#). When we model positive self-care behavior to our communities we show them and the world that our lives have value. Positive mental health and wellness practices can be an important part of our overall advocacy strategy.

MANAGING RISKS

Telling queer stories in hostile environments can be risky for everyone involved. Risks can affect our physical safety, digital security, mental health, social inclusion, financial security, or other aspects of our lives and livelihoods. We asked our friends at [Jeunifrica](#), a weekly radio program that seeks to challenge negative attitudes toward LGBTQI+ youth in the Democratic Republic of Congo, what risks their reporters and sources face. The team listed rejection from family and church, loss of employment, physical violence, public shaming, arrest, and police interrogation as some of their top concerns.

On your own or with members of your group, try to think of 10 risks that might arise if you start a queer radio show. Would those risks affect your team, your sources, your audience, your local LGBTQI+ community, some other group? Write down as many risks as you can think of and who they might affect in the Risk Assessment and Management Table (Appendix A) at the end of this guide. Now take each risk, map it on the following graph, and record your impact and likelihood estimates in the table.



Risks that would have a high negative impact and are highly likely to happen should be your top priority as you start thinking about how to manage them. You'll never be able to eliminate all risks, but by identifying them and preparing for them, you can reduce their potential harm. If the risks outweigh the benefits, or if you don't manage them properly, you could be putting yourselves and your communities in great danger.

The Jeuniafrica team and the Gay and Lesbian Network (GLN) in Pietermaritzburg, South Africa, came up with the following strategies to help manage their risks during our Queer Radio Network workshops:

- Research the area where you are going to report before visiting it
- Avoid reporting in dangerous areas
- Travel to the reporting site with a buddy who can help you during the interview
- Always let someone you trust know where you will be reporting
- Write down and bring the contact details of people at human rights organizations and embassies in case of arrest
- Wear clothes that make you stand out or blend in, whichever is more appropriate
- Protect the identities of sources and yourselves when necessary
- Educate others about what they can do to stay safe

For the most dangerous risks, it's sometimes useful to assign a specific "risk owner" from your group who is in charge of monitoring and managing it, with everyone else's help of course. Fill in the rest of the Risk Assessment and Management table with as much detail as you can. If the first two examples we provide are relevant, update them to match your local context.



GETTING STARTED WITH RADIO

If you have a smartphone or access to a digital recorder, you can start learning basic radio skills today. Doing so will help you decide if you like producing radio and if it's a good fit for your advocacy strategy before investing in better recording equipment down the line.

In this guide, we often use "radio" and "podcast" interchangeably. We do so because the same technical principles apply whether you're recording audio for a radio show or a podcast. That being said, it's important to understand how the two platforms differ.

RADIO is typically live or recorded shortly before being broadcast over the airwaves. Radio shows are broadcast at a specific time, meaning you need to follow

airwaves. Radio shows are broadcast at a specific time, meaning you need to follow a tight schedule. Anyone can tune into a radio show, so topics you discuss should be timely and appeal to a broad audience, using language everyone can understand.

PODCASTS are pre-recorded, allowing you to edit out any mistakes and produce a more polished show. Listeners don't stumble upon podcasts by turning on their radio -- they seek them out and stream or download them, which requires Internet access or digital file transfers. This results in a more niche audience, meaning you can go more in-depth with the topics you explore. When listeners discover their new favorite podcast, they often want to go back and listen to previous episodes, which should be more "evergreen" than radio, meaning they have a longer shelf life and will interest listeners beyond tomorrow. People listen to podcasts from the beginning, so you don't need to repeat yourself as much as you do with radio, where people start listening whenever they tune in, often in the middle of your sentence.

For the nuts and bolts of how to put together a radio show or podcast, check out our [Youth Radio Toolkit](#). This guide includes:

- A radio skills overview, including recording and interviewing techniques.
- Show preparation tips, including how to develop ideas, choose a topic, plan a production schedule, create a show outline, and decide who does what on your team.
- An overview of radio feature formats including audio postcards, commentaries, profiles, public service announcements, and live interviews.
- Production tips including how to write and voice your script, how to stay on schedule, and how to go live on air.
- Tips for getting your show to new audiences via community radio stations, schools, local organizations, and online.
- Eight sample radio shows to give you even more ideas and inspiration.

If all that sounds overwhelming, just take it step by step! Getting started with radio doesn't mean producing a professional-sounding show on Day One. Radio skills are easy to learn, but learning how to do anything well takes practice and time.

Try scripting a short voice note about some aspect of LGBTQI+ equality you care deeply about. Write a poem about your experience with discrimination or acceptance. Draft a few questions about coming out for a mock interview with yourself. Practice speaking these radio features out loud, record them as many times as it takes for your message to come through clearly, and then send your best audio clips to friends for feedback. Once you get comfortable with these formats, you can start interviewing other people and encouraging them to record their own stories on a particular topic or theme. Before you know it you'll have enough stories

for an entire show!

Part of what makes radio so powerful is how personal it can be. The booming and authoritative “Radio Presenter Voice” that was so common a few decades ago has largely fallen out of fashion. Listeners today want to hear your real voice. They want to connect with you, laugh at your jokes, celebrate your joy, and cry with your pain. They want authenticity -- to hear real people tell real stories.

It’s important to remember that just because radio lacks images doesn’t mean it should lack color. The narrative arc of a radio story may start out black and white, but by adding colorful details you can spark your audience’s imagination and transform that arc into a vibrant rainbow. This ability to shape the listener’s mind can be an extremely powerful tool. In video, characters look however they look, but in radio, listeners often fill in visual blanks with the images of loved ones, boosting the story’s potential to evoke empathy and understanding. Think of radio’s lack of visuals not as a weakness but as a fun challenge and opportunity to tell your story even better through words and sounds.

For more tips on getting started with radio and podcasting, check out:

- [How to Start a Podcast: Every Single Step](#) (The Podcast Host, 2020) walks you through planning your overall show and individual episodes then drills into recording, editing, and publishing tips.
- [Starting Your Podcast: A Guide For Students](#) (NPR, 2018) offers short and practical tips that will help you plan and produce your first podcast or radio show.
- [Want to start a podcast? Read this first](#) (NPR Training, 2018) lists a few questions you should ask yourself and your team before planning your show.
- [Radio: An Illustrated Guide](#) (PRI and WBEZ, 1999, PDF available for \$2) includes recording, interviewing, storytelling, and editing tips and offers advice on incorporating music into your stories.
- [Transom.org](#) offers tools, techniques, ideas, and inspiration to improve your radio reporting.



TELLING STORIES

Personal stories are powerful tools that can help your audience understand LGBTQI+ people’s lived realities. A well-told story can turn abstract human rights arguments into deep emotional experiences that listeners will remember forever. They can help you frame debates and discussions and make your message stick.

Effective stories are real and personal. They include sensory details that help listeners see, feel, and smell what you experienced. They are concise. They have a clear beginning, middle, and end, though they’re not always told in that order. They often outline a challenge you faced, how you handled it, and what happened next. They make one person’s experience feel universal by emphasizing shared values. To really get your message across, you may choose to end your story with a moral that draws a clear conclusion for your audience.

Before telling your story, it’s important to set some personal boundaries. Decide in advance what information you will or won’t share, including names, medical issues, sexual orientation, gender identity, relationship status, HIV status, any mental health struggles, etc. If you plan to include other people’s stories as part of your own, be sure to get their informed consent, as outlined in the Consent and Confidentiality section of this guide.

Keep your advocacy message and target audience in mind as you craft your personal story and think through the following questions:

- How will you introduce yourself?
- How will you describe where and when your story took place?
- How did the experience affect you and people around you?
- If there was a problem, what steps did you take to solve it?
- How does your experience speak to a larger issue?
- What facts or statistics can you include?
- Will people hearing your story feel touched, motivated, informed?
- What’s the moral of your story?
- What action do you want listeners to take after hearing your story?

Record and listen to your story a few times, and share those recordings with friends for feedback. Practice until you feel confident telling your story in front of a new audience, but not so much that it feels scripted and loses its realness. The more

personal and intimate your story feels, the stronger your message of inclusion and acceptance will resonate.

It's particularly important to include rich sensory details in radio stories because listeners can't see what you're describing or your body language. Pay close attention to your tone of voice and think about how music, natural sounds, and strategic silences might help your story come alive. Your words, voice, and sounds can paint a picture more vibrant than video if you use them well.

Our Queer Radio Project partners Jeunialissime (their Jeuniafrica radio show) in the Democratic Republic of Congo and the Gay & Lesbian Network (their Queer Platform Reporters show) in South Africa have produced many compelling radio shows. Sample them all! Our newer partners have also produced incredible stories. Listen to TransSmart Trust's Purple Royale lockdown diaries and episode one of Afric Intersex, which features an excellent radio diary from Intersex Society of Zambia founder Mphatso Satya. You can also watch Bisi Alimi tell the story of his friend Ibrahim and how he found his way into activism.

For more tips on storytelling, check out:

- [Story or Narrative: What's the Difference?](#) (SOGI Campaigns, 2019)
- [Choosing effective campaign messengers](#) (SOGI Campaigns, 2017)
- [5 elements of effective storytelling](#) (SOGI Campaigns, 2017)
- [Outside Voices](#) (It Gets Better, 2020) -- These videos and workbook are designed to help you craft and perform powerful stories.



INTERVIEWING LGBTQI+ SOURCES

Everyone’s story is unique. Now that you’ve thought through how to tell your story you can help other people in your community tell their own. That doesn’t mean sticking a microphone in someone’s face and asking, “what’s your story?” More often it means interviewing the person whose story you want to help tell and then editing their response into a compelling narrative.

If you’d like to highlight a particular issue on your show, the first step is to find a source who is willing to be interviewed. Use the following tips to prepare:

1. Choose a compelling and authoritative source -- someone who knows a lot about the topic from personal experience and/or independent study.
2. Research the source and write down a few questions that will help guide your conversation.
3. Get your source’s informed consent to record the interview and broadcast it.
4. Conduct the interview in a place where you both feel safe and comfortable.
5. Start the interview by asking your source to introduce themselves however they like. Ask them to say and spell their full name if that’s safe to record.
6. Ask open-ended questions that require thoughtful and detailed answers.
7. Listen carefully and ask follow-up questions if your source says something interesting or unexpected.
8. Avoid simple yes/no questions and leading questions that suggest what the answer should be, such as “Don’t you think LGBTQI+ people should be able to marry whoever they like?” A better way to ask this question would be, “What are your thoughts on same-sex marriage?”
9. Always end the interview by asking, “Is there anything else you’d like to say? Anything I missed?”

When interviewing LGBTQI+ people and members of your community, keep the following advice in mind:

- Be sensitive about sensitive topics. Don’t ask questions about sex lives or surgeries unless your source brings those topics up and they’re relevant to the story.

- Don't portray LGBTQI+ identities as shocking or sensational. Such representations can lead to violence.
- If you're not sure which gender pronouns a source uses, state your own pronouns when you start the conversation. If your source doesn't then tell you theirs, you can ask what pronouns they use when you ask how to spell or pronounce their name, signaling that this is just a normal part of the reporting process. Always use their preferred pronouns.
- Treat the person you're interviewing with dignity and respect, even if you disagree with their opinions.
- Allow vulnerable sources to review a final edit of the story before it's broadcast to ensure that it is accurate and doesn't contain any potentially dangerous information.

Interviews can be an effective way to document human rights abuses and provide evidence of the stigma and discrimination your community faces. They also ensure that more stories are told, giving listeners a fuller picture of your community's diverse experiences.



KNOW YOURSELF

Your first interview when starting a radio show shouldn't be with a source, but with yourself and your teammates.

Ask yourselves:

- Who are we as a group?
- What is our core message?
- What makes our perspective unique?
- Why do we want to start a radio show or podcast?
- What talents could we each bring to the show?
- What would we want our show to sound like?

We'll explore these and other questions more thoroughly in the rest of the guide, but it's useful to jot down your initial answers now so that you can expand or refine them as we go. Keep in mind that the safety, confidentiality, and consent rules mentioned above apply here too.

WHO ARE WE AS A GROUP? WHAT IS OUR CORE MESSAGE?

If you're part of an established organization, these first two questions are probably part of your mission and vision statements. A mission statement is one clear sentence describing what you do and why. A vision statement is one inspirational sentence describing the long-term change you hope your work will achieve. If you're starting a radio show from scratch, or if you want it to have a different purpose than your organization as a whole, create a new mission and vision statement for it now.

WHAT MAKES OUR PERSPECTIVE UNIQUE?

Who you are as a group is a large part of what makes your perspective unique. The Intersex Society of Zambia (ISSZ), which we work with as part of the Queer Radio Project, is the only group that specifically addresses intersex issues in the country. Uniqueness can be powerful. ISSZ looked for other radio shows and podcasts that focus on intersex issues in Africa but found none, meaning the field is still wide open if they decide to expand their focus beyond Zambia and lift the voices of intersex people across the continent. Knowing what makes you unique (your distinctive differentiator) means knowing your "competition". It's important to research what groups similar to yours are doing so that you can bring something new and exciting into the world. Spend an hour or so researching other radio shows or podcasts that address your community or the themes you hope to explore. Listen to a few minutes or episodes of each one you find. What are they doing well? What could you do better? How can you build on what's already been created to let your unique voice shine?

WHY DO WE WANT TO START A RADIO SHOW OR PODCAST?

Jot down some of the most pressing issues you hope to tackle. Do you hope to raise awareness, entertain listeners, advocate for change, all of the above? Can you imagine radio bringing these topics to life? What about this medium makes sense for accomplishing your communication goals? Experiment with radio, but do so deliberately so that you can figure out how it might fit into your broader media advocacy strategy.

Our partner TransSmart Trust in Zimbabwe wanted its podcast Purple Royale to be a safe space where trans people can find information, community support,

and acceptance. Each episode is designed to inspire gender diverse people to live healthy and free lives. The Gay and Lesbian Network in South Africa created its podcast to educate, communicate, and collaborate with people in rural areas and to amplify its advocacy work. Your approach should match your goals.

WHAT TALENTS COULD WE EACH BRING TO THE SHOW?

Radio shows need researchers, writers, editors, producers, reporters, and presenters. Some roles require you to be in front of the microphone, others can be done behind the scenes. If you're a poet, singer, comedian, beatboxer, or DJ, put those skill sets and passions to use!

WHAT WOULD WE WANT OUR SHOW TO SOUND LIKE?

Knowing who you are, what you're trying to communicate, and where your talents lie will help shape your sound. Imagine your radio show as a person with its own unique personality. How does it talk? What does it say? What does it find funny? What's its fashion taste? What inspires it? What does it fear? What do people say about it? How old is it? Where is it from? Where does it live? Who are its friends and enemies? Who does it remind you of? Who are its heroes? What kind of music does it like? Answering questions like these will reveal your show's "brand personality" and what makes it stand out from the crowd.

Your show's brand

CHOOSING A NAME FOR YOUR SHOW

The Podcast Host suggests three ways to name your show. You could choose a clever name (like TransSmart Trust's "Purple Royale" or None on Record's "AfroQueer"), a descriptive name (like "How I Built This" or "Stuff You Missed in History Class"), or your name ("The Rachel Maddow Show" for an individual, or the name of your organization). Brainstorm ideas with your team, mixing and matching words and themes as you go. Don't choose a name that's so generic it's boring or so obscure that people won't understand it. Your show's name should be clear, memorable, and easy to spell so that people can find and share it.

personality will guide its tone, style, length, and pace. Will it be serious or funny? Sad or uplifting? Academic or accessible? This self-awareness will help you craft messages that make audiences listen and respond. Play around with different styles and formats as you produce your first few episodes to see what works best. Once you find a winning formula, stick with it for a while. Listeners like consistency, and sometimes following a structure is the best way to showcase your creativity.

KNOW YOUR AUDIENCE

Once you know yourself or your group better you can start identifying your audience. Your audience is who you're trying to reach with your message. If you try to reach everyone, you're more likely to reach no one, so think hard about who you want to communicate with before you start planning your first show.

Your target audience will influence your sound. Imagine you just witnessed a shocking event. How would you tell that story to your parents, siblings, friends, or teachers? How would you tell it to police officers, shop clerks, pastors, or bus drivers? What details would you include? How long would it take? What sort of tone, language, and vocabulary would you use? Consciously or subconsciously, we change our stories to reach our different audiences.

If your goal is to reach beyond the LGBTQI+ community, the GLAAD Media Institute suggests you aim stories at the [“movable middle”](#). These are people who might not share your gender or sexual identity but who are willing to hear your message and do the right thing. They can fall prey to fear, but they can also be swayed by love and humanity. You can use your show to educate them about the issues facing your community and to motivate them to become allies and take action that will advance your cause.

If your goal is to inform and nurture a specific group (intersex people in Africa, LGBTQI+ people in Malawi, gender diverse people in South Africa, etc.), your message should be more community-based and focused. You might reference your shared backgrounds or experiences, use insider jargon, or adopt a more relaxed tone as though you're having a chat with friends.

Sift through the following audience questions with your team and decide which listeners you hope to reach:

WHO ARE THEY?

- Children, youth, adults, the elderly?
- Lesbian, gay, bisexual, transgender, intersex, ally, moveable middle, etc.?
- What is their gender, race, ethnicity, religion, education level, income, career?

WHERE ARE THEY?

- Local, national, international?
- Urban, rural, peri-urban?
- Which cities, towns, or villages?

WHAT DO THEY CARE ABOUT?

- Human rights? Social justice? Health?
- Religion? Family? Tradition? Culture?
- Music? Art? Sports? Travel? Comedy?
- Themes of love, queerness, exclusion, discrimination?
- What other attitudes, beliefs, interests, values, worries, opinions do they share?
- What kind of podcasts, radio shows, TV shows, YouTube videos, films, books, audiobooks, etc. do they enjoy?
- Who are their heroes? Whose opinions do they listen to and respect?

WHEN WILL THEY LISTEN?

- What do their schedules look like? If you want to reach teenagers, don't broadcast during school hours, for example.
- Will they listen for 10 minutes as they get ready in the morning? 20 minutes during lunch? 30 minutes as they travel home from school or work? 40 minutes as they prepare supper?
- Will they listen daily, weekly, monthly?

HOW WILL THEY LISTEN?

- Live public radio, social media links, WhatsApp audio files, podcast feeds?
- Spotify, SoundCloud, Anchor.fm, Apple Podcasts, Google Podcasts, Stitcher,

other online platforms?

- Do they have reliable and affordable internet access?
- What types of radio/audio formats do they already listen to?
- Will they listen alone, with family, with friends?
- Will they listen using headphones, earphones, car radio, home speaker?
- How will they find your show in the first place?

WHY WILL THEY LISTEN?

- Do they want to be entertained, informed, educated?
- Do they know us personally?
- Do they enjoy the types of formats and segments we plan to produce (music, poetry, Q&A, diaries, etc.)?

For even more brainstorming questions, check out [How to Create Your Podcast Avatar](#) from The Podcast Host. Once you've answered some of these key questions and agreed on your target audiences, try to think of a few specific people you know who represent the groups you're trying to reach. Ask those people some of these questions directly. You can send them a short online survey, ask them a few questions via text, or gather a small focus group to better understand some of their responses. Keeping these individuals in mind as you start planning your show will help you craft effective messages that resonate with their values and interests.

The audiences your radio show attracts may differ from those you're trying to reach through other communication channels. That's okay. If your radio show is geared towards members of your community, you can use different media advocacy strategies to reach religious leaders, government officials, educators, police officers, media professionals, etc. We'll outline some of those strategies in the coming chapters.

For more tips on getting to know your audience, check out:

- [How to do an audience analysis](#) (SOGI Campaigns, 2020)



DEVELOPING YOUR MEDIA ADVOCACY STRATEGY

Media advocacy is about framing messages and telling stories that influence audiences to take action. Your strategy can be used to inform and educate people, change their beliefs, or improve news media coverage of the issues you care about. When used effectively, media advocacy can help reduce violence and discrimination, reform harmful laws and policies, and promote equality and human rights. Starting your own radio show is a great way to spread positive narratives and advance LGBTQI+ rights, but we also need to engage with traditional media and use social media platforms to amplify our messages and reach new audiences.

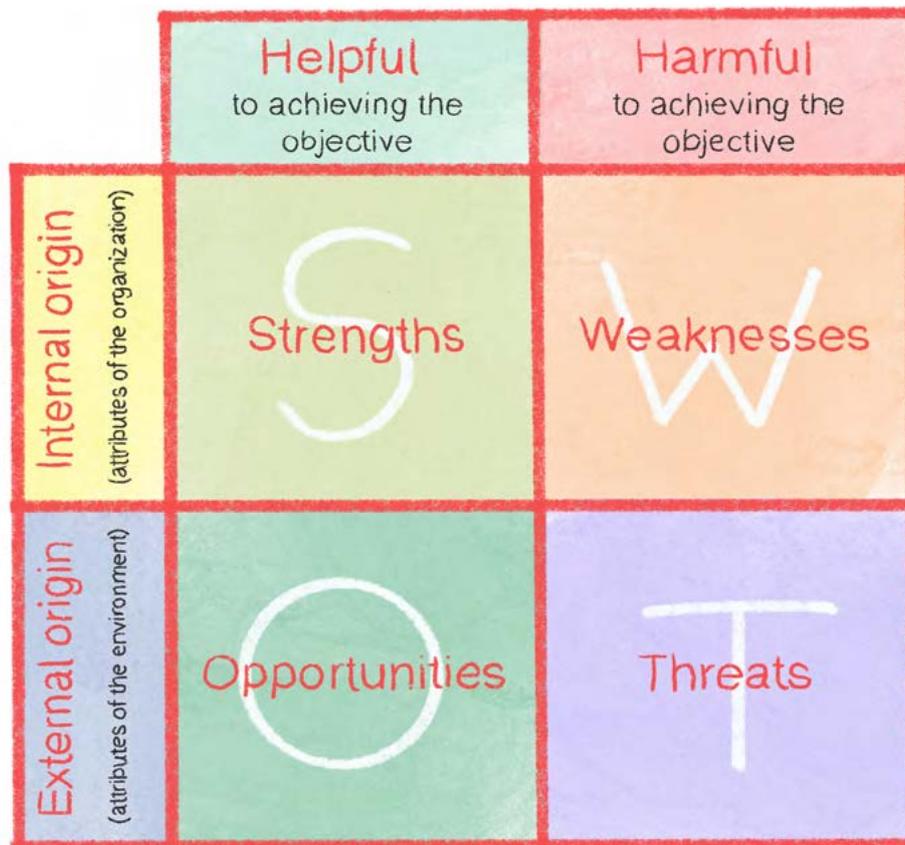
Every community is different, so there's no one-size-fits-all media advocacy strategy you can just copy and paste to meet your needs. Your strategy should include the best tools for your context and a who/what/where/when/why/how plan for using them effectively. It's also important to think about how public you want your media advocacy to be given any risks that might arise.

Amnesty International [suggests the following steps](#) for forming an advocacy strategy:

- Identify the problem
- Analyze the context
- Set the aim -- what you want to achieve
- Decide objectives -- Specific, Measurable, Achievable, Relevant, and Time-bound (SMART) steps you will take to reach your aim
- Identify targets -- this may be your audience or other groups you need to influence in order to achieve your goals
- Assess your strengths and weaknesses (using the SWOT analysis below)
- Identify allies and opponents
- Assess your resources -- both financial and human
- Decide on the strategy -- who/what/where/when/why/how
- Draw up a timeline
- Create measurable indicators to assess the success of your objectives

- Develop core messages for your targets
- Write your action plan -- who/what/where/when/why/how, in detail
- Monitor and evaluate your successes and failures to inform future advocacy plans

Many people use a **SWOT analysis** to evaluate their Strengths, Weaknesses, Opportunities, and Threats when planning their media advocacy strategy. Filling in this table can help you evaluate internal and external factors that might help or harm your ability to achieve your goals.



The following chapters draw on lessons from the GLAAD Media Institute and Taboom Media. They are designed to help you plan what to say and how to say it on your own radio show and social media channels and to speak with journalists who may not be on your side. If you remember to speak through journalists rather than just to them, your intended audience should hear you loud and clear. As we go through each section, think about how you can tailor the advice to your own context and media advocacy goals.

The best way to master these skills is to practice them. Tell your story in front of a mirror and then in front of a friend. Practice mock interviews with one another, switching between the role of journalist and human rights defender, until you can

confidently navigate both friendly and hostile exchanges. Dip your toes into social media with a few inclusive and affirming tweets or Facebook posts. Using these and other media advocacy tools are key to creating positive change.

One important reminder before we dive into the specifics: best-laid plans often get thrown out the window. Your media advocacy strategy should be long-term and forward-thinking, but it can never be set in stone. You'll need to pivot as situations change in your community and be ready to temporarily drop everything if an immediate crisis arises. The best media advocacy strategies include proactive and reactive tools to meet the demands of any situation, even those we could have never imagined.

For more tips on developing your media advocacy strategy, check out:

- [Setting Campaign Objectives](#) (SOGI Campaigns, 2015)
- [How to be SMART while building your campaign](#) (SOGI Campaigns, 2015)
- [Speaking Out: Advocacy Experiences and Tools of LGBTI Activists in Sub-Saharan Africa](#) (Amnesty International, 2014)
- [Changing Hearts and Minds](#) Free online course (SOGI Campaigns, 2018)
- [Six behavioral Psychology Tips for Effective Campaigns](#) (Bond Society, 2016)
- [Changing “Hearts and Minds” Means Changing Attitudes, Beliefs, Norms, Traits, and Behaviors](#) (SOGI Campaigns, 2016)
- [An advocacy guide on sexual reproductive health and rights for young key populations](#) Chapter 6 (AMSHER, 2018)
- [Communications Campaign Best Practices](#) (Movement Advancement Project, 2008)
- [Policy Advocacy Toolkit: How to Influence Public Policy for Social Justice and Gender Equality in Africa](#) (Sonke Gender Justice, 2013)



FRAMING ADVOCACY MESSAGES

What you say matters as much as how you say it.

You can think of your message as a gift and your frame as its wrapping paper. If you give your friend a gift wrapped in dirty newspaper, the wrapping sends its own (not very nice) message that may taint their appreciation for whatever's inside. Framing is how you say something and make an issue relevant to your audience. Good framing means wrapping your message with care and putting a bow on top.

GOOD FRAMES: speak to your audience's core values, such as love, equality, and fairness; use a reasonable tone; use affirming language; stand for rather than against something; stick to facts; break down stereotypes; build bridges with audiences; and humanize your community.

BAD FRAMES: use fighting language; treat others disrespectfully; repeat opponents' messages without a clear strategy for doing so; or confuse your audience with jargon and acronyms.

If you say, "Gay people need to stop acting like sissies and fight back against the crazy religious leaders who hate them," you'll probably push away potential allies who dislike this kind of harsh language. If you say, "the local LGBTQI+ community will be hosting a SSOGIE forum to talk about MSM and WSW HIV/AIDS prevention," you might drown your audience in alphabet soup, especially if they don't know these acronyms (SSOGIE = Sex, sexual orientation, gender identity and expression, MSM = Men who have sex with men, WSW = Women who have sex with women).

WHEN YOU FRAME YOUR MESSAGE

- Emphasize that LGBTQI+ people share the same values, hopes, and beliefs we all do. They are our neighbors, co-workers, friends, and family members who contribute positively to our community.
- Describe concrete harms that sexual and gender minorities face, not just abstract human rights principles that should be upheld.
- Tap into your audiences' shared values of fairness, love, commitment, and

equality, and emphasize how those values apply to LGBTQI+ people and their lives. Powerful persuasion can pull audiences to your side.

- Include laws, statistics, and policies when relevant, but keep in mind that audiences are more likely to remember personal stories that inspire an emotional connection.
- Make it clear that existing laws do not adequately protect LGBTQI+ people by focusing on a few meaningful and personal injustices you or people you know have experienced. Such examples can help you build a case for improving dangerous laws and help you calm people's fears or concerns.

Your advocacy message should be clear, concise, and memorable. It should highlight a specific topic or issue you care about and outline specific actions your audience can take to help improve the situation.

POSSIBLE ADVOCACY MESSAGES TO INCLUDE

- LGBTQI+ rights are human rights. The law must protect us.
- Transgender people are discriminated against in hospitals. Health care practitioners should treat them with dignity and respect.
- Sexual and gender minorities exist and make valuable contributions to our society. The business community should recognize their achievements.
- Medically unnecessary surgeries on intersex children can cause irreversible harm. Doctors should only operate when people are old enough to decide what they want.
- LGBTQI+ people face higher rates of violence. The police need to prioritize our cases.

Your message should be backed up by credible data. The clearer your message is, the more inspired your audience will feel to take action.

Follow these steps to create your own advocacy message:

1. IDENTIFY A SPECIFIC ISSUE

Focus on tackling one aspect of a broader subject. If your subject is discrimination within the LGBTQI+ community, for example, you could address discrimination against transgender men.

2. IDENTIFY YOUR AUDIENCES

Your message should be tailored to the people you're trying to reach. If your show's broad audience is LGBTQI+ youth, you could craft one message to inform all listeners about the problem and another one that speaks directly to transgender

men.

3. GIVE ACCURATE INFORMATION

Use real stories and reliable data to show your audience why this issue matters. Facts and testimonials can help dispel myths and emphasize to your listeners what's at stake.

4. SUGGEST SPECIFIC ACTION

Once you've convinced your audience there is a problem, it's time to suggest a solution. Keep it straightforward and realistic. A suggested action could be: "Celebrate diversity."

5. SPREAD THE WORD

Broadcast your message and create visually compelling text and video versions you can share on social media. Get creative in encouraging your community to help spread it.

6. PROVIDE RESOURCES

Tell your audience where they can find out more about the issue and topic. Provide phone numbers, websites, and other points of contact.

Several radio formats, including public service announcements (PSAs), audio commentaries, audio profiles, and interviews, are particularly useful for advocacy. These tools can help you raise awareness and educate your audience about an issue, get them talking about it within their networks, and motivate them to take action, which can lead to real change.

ADVOCACY MESSAGING

- *Be clear*
- *Keep it short*
- *Make it personal*
- *Make it memorable*
- *Inspire action*

For more tips on messaging and framing, check out:

- [SOGIE Messaging Toolkit](#) (SOGI Campaigns, 2019)
- [Framing Equality Toolkit](#) (ILGA-Europe, 2017)
- [The art and science of framing an issue](#) (Movement Advancement Project, 2008)
- [Messaging theory, a guide to changing someone else's beliefs](#) (Medium, 2019)
- [Messaging Guides](#) (The Movement Advancement Project, 2009-2019)
- [Targeted messaging 101](#) (SOGI Campaigns, 2015)
- [How to frame effective messages](#) (SOGI Campaigns, 2017)
- [Effective message framing overview](#) (SOGI Campaigns, 2015)
- [11 distinct elements of a message frame](#) (SOGI Campaigns, 2017)
- [Don't Parrot: A Short Guide to Avoiding Common Communication Pitfalls](#) (Framing Matters, 2019)
- [7 Tips for Respectful Persuasion](#) (New Tactics in Human Rights, 2017)
- [A step by step guide to creating great key messages](#) (Jeremy Porter Communications, 2014)



SPREADING YOUR MESSAGE

You may choose to broadcast your radio show on local university and community radio stations, share it on relevant social media and podcast hosting platforms (such as Spotify, SoundCloud, Anchor.fm, Apple Podcasts, Google Podcasts, or Stitcher), or send it directly to people as an audio file on WhatsApp (or whatever platform is popular in your community) for later offline listening. You could also partner with other podcasts and radio shows, encouraging them to run segments of your show or the entire episode as a

guest broadcast. This type of community collaboration with networks and organizations that share your values is a great way to spread your message and build a movement. Test these and other methods to see what works best for your overall strategy.

Spreading your show is a big part of spreading your message, but don't stop there. You'll make a greater impact if you also share your message in other formats across social media and traditional news media channels.

SOCIAL MEDIA STRATEGY

What people see and hear when they scroll through social media can strongly shape their opinions and beliefs. You can use social media to amplify positive messages about your community, raise awareness about your work, or counter hateful myths.

Before starting a social media campaign, you need to decide what message you're trying to spread and which audiences you're trying to reach. That will help you determine which platforms and formats to use. Some of the most influential social media platforms globally are Facebook, Twitter, Instagram, YouTube, WhatsApp, Snapchat, and TikTok. If the people you're trying to reach don't use some of these platforms, don't waste your time on them.

- Facebook can be good for connecting on a personal level -- if your community uses it. You can create a free public page for your group and share news on it like a website.
- Twitter is public by default and can be used to broadcast short messages. It's a good way to reach journalists, but your message will get lost in the noise if you don't have a large or select following.
- Instagram is a good place to share photos, videos, infographics, and "Stories," a feature you can cross-post to Facebook. You can use [question](#) and [poll](#) stickers in your stories for quick surveys of your followers.
- YouTube was originally the best place for videos, but now you can post them across all of the major platforms. YouTube links are still the easiest to share and embed.
- WhatsApp is mostly used as a direct messaging platform, but WhatsApp stories, groups, and broadcasts can be a good way to reach your core audience, especially if your message is urgent. You can share radio clips on WhatsApp for later offline listening.
- Snapchat's stories feature (similar to Facebook, Instagram, and WhatsApp) allows you to share messages or content that disappear after a set amount of

time.

- TikTok can be used to share videos up to 60 seconds long. It's popular for sharing comedy, dance, lip-sync, and talent videos.

If you're not already using some of these platforms, don't stress. Choose two or three of your audience's favorites, whichever ones best suit your media advocacy goals, and spend time observing how other people use them. Each platform has its own rules, community guidelines, norms, and limitations, so it's important to create and share customized content that speaks to the audiences you're trying to reach on each.

It's called "social media" for a reason, so be social and think about how you can best engage with other users. Share videos, photos, links, or thoughts that speak directly to your audience. Use hashtags to help users follow specific topics or events. Create polls and surveys to track followers' opinions. If someone leaves a nice comment on your post, like it. If someone asks a good question, answer it. You can comment all you like, but only post original content as often as other users do on the platform. When you have a new radio episode ready, be sure to share a teaser or trailer along with a link to where your listeners can hear the full show.

Use some of the framing and storytelling techniques outlined earlier in this guide to craft personal messages, even if you're speaking on behalf of your organization. If you'd like your audience to take a specific action, like sharing your post or watching an interview, say so.

Here are some good social media posts from our partners. What do they do well, and what would you improve?

ISSZ FACEBOOK POST:



GLN INSTAGRAM POST:

**Feeling Unsafe And Vulnerable?
Experiencing Intimate Partner
Violence And Hate Crimes?**

The Gay and Lesbian Network
is here to support you during
the lock down..
**You can Call us or
sms HELP to any of these numbers**
083 793 4016 | 073 051 1575
079 891 3036 | 083 734 1337



gaylesbiankzn • Following
Gay & Lesbian Network

gaylesbiankzn The Gay & Lesbian Network is here for you.
#stopgenderbasedviolence
#stopphomophobia #stoptransphobia
#stophatecrimes

17w

Like Comment Reply

Liked by pierrebuckley and others

JULY 3

Add a comment... Post

JEUNIAFRICA FACEBOOK VIDEO POST:

Jeunifrica • Follow
3 July · 🌐

Il, elle ou ielle? #Jeunifrica

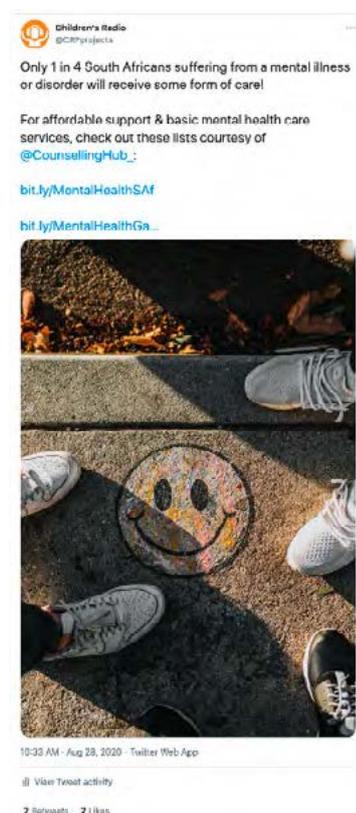
Ná mukola ya ála, ka zala áncwáli to mwasi ezo dependre na mwálo le. Páncwá niri il l... Sian mwáre



Like Comment Share

This short video explains gender pronouns and encourages the audience to interact by answering a poll question and joining their WhatsApp Group.

CRF TWITTER **POST:**



Social media can be a great way to grow and nurture your community, but not everyone is nice online. If you see homophobic or transphobic hate speech on social media, report it. Users who violate the platform's terms of use or community standards may get a warning or be kicked off.

In addition to reporting offensive or abusive users, you can counter their hatred with messages of inclusion. If you see someone write something negative or dangerous targeting a vulnerable community, consider chiming in with positivity and acceptance. It's important for them to know that hate speech is unacceptable and for LGBTQI+ people to know they have allies online.

For more tips on spreading your message via social media, check out:

- [Social Media Guidelines for Young Reporters](#) (Children's Radio Foundation, 2015)
- [Using WhatsApp for Radio](#) (Children's Radio Foundation, 2019)
- [Creative engagement on Instagram](#) (SOGI Campaigns, 2019)
- [Messaging theory, a guide to changing someone else's beliefs](#) (Medium, 2019)
- [The Science of Posting on Social Media](#) (2015)
- [5 Psychology Tips to Improve Your Social Media Posts](#) (2015)
- [13 Instagram Marketing Tips From the Experts](#) (2015)



STOPPING ANTI-LGBTQI+ HATE SPEECH IN ITS TRACKS

The Human Rights Campaign Foundation's Welcoming Schools project suggests quick techniques you can use to combat anti-LGBTQI+ comments online and in your local community.

STOP IT...

If someone says something mean about LGBTQI+ people, try a quick and simple response to help them reconsider their words:

- “Do you know what that means?”
- “Even if you didn’t mean to offend, it’s not okay to use LGBTQI+ terminology disrespectfully.”
- “Using that word to tease someone is harassment and is unacceptable.”

DON’T IGNORE IT...

- Ignoring name-calling and hurtful teasing allows it to continue and possibly get worse.
- If no one intervenes, people get the message there is nothing wrong with hate speech.
- Almost any response is better than ignoring the situation. It’s important to safely stop the harassment.

EDUCATE...

- Be prepared to provide accurate information.
- If you have the opportunity to educate immediately, do so. If not, make time later.
- If you hear homophobic or transphobic phrases, make sure people know what the words mean and know why it is hurtful to use such comments as put-downs.

BE PROACTIVE...

- Develop an environment of respect and caring, and use inclusive language.
- Establish clear policies against hurtful teasing and bullying. Ensure that people know the policies and why they are important.
- Teach friends and colleagues to be allies that stand up for people who are harassed.

COMMUNICATING THROUGH NEWS MEDIA

Engaging with traditional news media can help spread your advocacy message beyond your usual audience. This is a great way to reach more of the “movable middle”. In order to use media outlets and individual journalists to your advantage, it’s important to understand how they work.

Publishers, editors, and journalists often act as “gatekeepers” in deciding which topics to report on and which to ignore. These decisions should be based on “newsworthiness” (timeliness, relevance, impact, prominence, etc.), but they can also be influenced by business interests, social taboos, legal concerns, and personal bias. Journalists are often overworked and operating on tight budgets and deadlines. These pressures and the news cycle’s rapid churn sometimes lead to complex issues being oversimplified.

It’s important to know that journalists don’t always get to choose the stories they cover. It’s often their editors who assign stories, write headlines, choose photos, and change text. As a result, journalists who cover LGBTQI+ issues may know little about your community and may have strong biases for or against equality. Even if a journalist produces an excellent story, a sloppy or biased editor may still destroy it or slap on an offensive headline or photo that the journalist would never have chosen. Keeping these realities in mind will help you understand people and situations you may encounter when communicating with and through traditional news media.

PITCHING COVERAGE

A “pitch” is the idea or angle you send to reporters in hopes that they develop it into a news story. Establishing credibility with journalists usually helps them take your pitch more seriously.

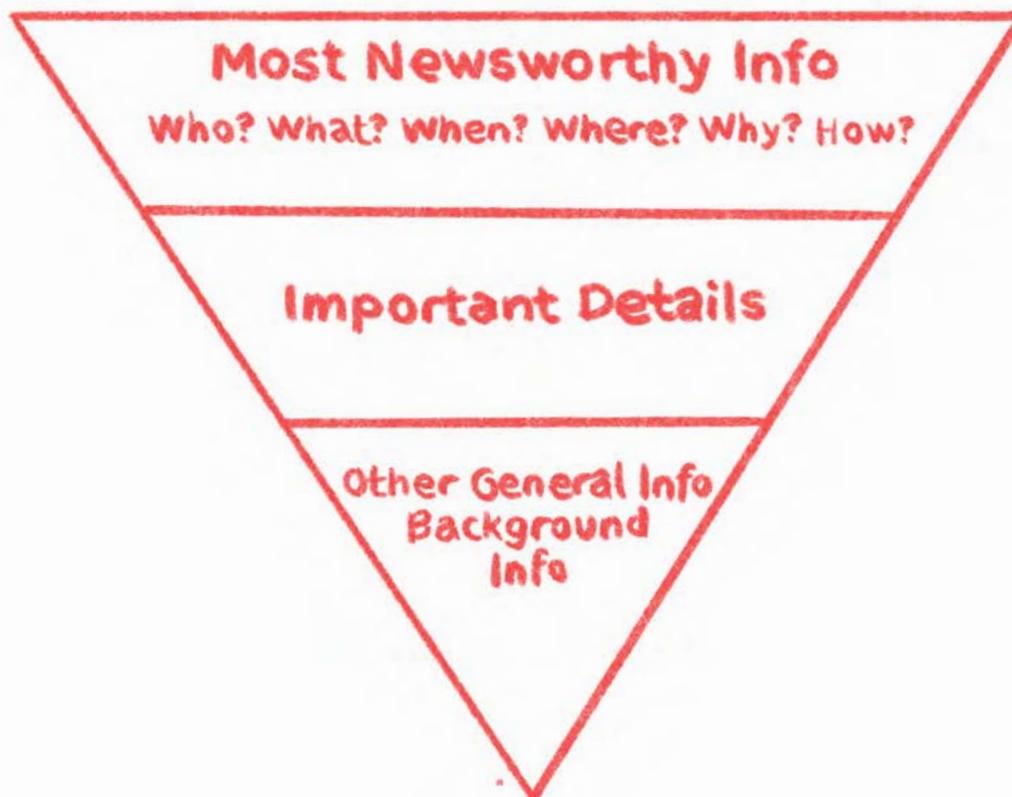
Start by making a list of journalists and news outlets in your community who already cover LGBTQI+ or related issues such as sexual health and reproductive rights in neutral or positive ways. Safely reach out to them by phone, email, social media, or in person. Introduce yourself, your organization if you represent one, and briefly mention a few story ideas you could help them cover. Journalists are busy, so be clear and concise in your messages.

Once you’ve piqued their interest, offer yourself as a reliable resource. This might mean sending them background briefings on a particular set of issues they seem interested in covering or that you think merit coverage, referring them to relevant people or organizations who can provide additional affirming perspectives on

LGBTQI+ issues, or providing useful pitches.

Your pitch needs to be interesting and engaging. Provide facts, names, details, and other sources the journalist can reach for more information. If you pitch a story and are expert enough to speak about it, have talking points ready, and be prepared to be interviewed on the spot. If you send email pitches or “press releases”, include written quotes a journalist can easily paste into their story. Be ready to provide photos and background information, and respond as quickly as you can with accurate information when journalists ask follow-up questions.

A press release is a short story (200-300 words) that should grab the attention of journalists. If you write it well enough, they might just publish it word-for-word. It’s best to structure press releases using the “inverted pyramid” model. The wide top of the pyramid (your first paragraph or two) should contain your most interesting and important information (who/what/where/when/why/how). The paragraphs that follow should contain supporting information, including quotes from you or someone in your organization, and background information. Cramming your most important information at the top makes sure people get the gist even if they don’t read all the way to the end.



As you pitch ideas and send press releases, keep track of your progress. Who published a story you suggested? Who included your quote? If a reporter rejects your pitch, politely ask what LGBTQI+-related stories they might like to work on in the future and follow up with relevant ideas as they arise. You can pitch via email, phone, WhatsApp, Facebook, press release, or in person, whatever you decide is effective and safe. Just respect professional boundaries and use whatever pitching method each journalist tells you they prefer.

For more tips on getting news media to cover your work, check out:

- [Making the Media Work for You: A Guide for Civil Society Organisations](#) (European Journalism Centre, 2015)
- [How to Win Media Attention](#) (Center for Artistic Activism, 2017)
- [Paid Media, Earned Media, Owned Media, Shared Media](#) (SOGI Campaigns, 2015)
- [Tips for writing op-eds and letters to the editor](#) by Amnesty International (2019)

PREPARING FOR MEDIA INTERVIEWS

You've worked for months building relationships with journalists and pitching them relevant stories about your community. Suddenly your phone rings with an interview request from an unknown journalist. **Before you agree to be interviewed, ask your own set of questions:**

- Which outlet or publication are you producing this story for?
- What is your deadline?
- What is the format? Print, online, radio, TV?
- How long will the interview take? What topics will be covered?
- Can I see the questions ahead of time? Journalists often say no, but there's no harm in asking.
- Are you interviewing anyone else? If so, whom?
- If the interview is on TV or radio, will there be an audience? Will they ask questions?

IF CAUGHT UNPREPARED, SAY YOU'LL CALL THEM BACK ABOUT DOING THE INTERVIEW, AND FOLLOW UP SO AS SOON AS YOU CAN. BUT FIRST, DO SOME

RESEARCH TO DETERMINE:

- Who is the audience for their media outlet?
- How has this outlet covered LGBTQI+ issues in the past?
- What is the usual tone/style of this particular journalist? Look for previous stories they have produced and check publicly accessible social media channels such as Twitter.

IF AFTER YOUR RESEARCH YOU AGREE TO DO THE INTERVIEW:

- Keep in mind that anyone might see or hear anything you say.
- Remember there is no guarantee that your words won't be taken out of context.
- Know your stock answer for questions you are certain to be asked.
- Practice your key talking points.
- Memorize an opening statement to use after the first question ("Let me start out by saying...").

DURING THE INTERVIEW:

- Smile and be warm.
- If asked a multiple-part question, pick which part(s) you want to answer.
- Speak as if the audience already agrees with you. "I'm sure most people would agree..."
- Don't speculate. If you're not sure how to answer a question, pivot back to your main point. "I don't want to speculate about that, but what I do know is..."
- Be honest. If you don't know something, say so.
- End the interview by flagging your most critical message.
- If you stumble, take a breath, start over, and restate things more clearly.

A FEW INTERVIEW TACTICS TO KEEP IN MIND

- **Bridging** - Link the question that is asked to one of your talking points. "The real issue is..."
- **Flagging** - Highlight one of your talking points by calling attention to it: "The most important thing to remember is..."
- **Hooking** - Steer the interview by dangling a hook. End your answer by suggesting another question: "But that isn't the only important part of this program..."
- **Correcting** - Answer problematic questions with short answers or by saying, "A lot of people have that misconception, but the reality is..."

- Gently correct problematic questions or phrases.
- Kindly correct misrepresentations and factual errors.
- Talk about one or two important things rather than trying to cover everything.
- Move the conversation from the questions that are asked to the pre-planned points you want to make. When doing so, answer the questions you wish they had asked.

AFTER THE INTERVIEW:

- Ask when the story is expected to run.
- Ask to review the parts about you before it runs. Journalists often say no, but there's no harm in asking.
- Invite the reporter to call you for more information or clarification.
- Ask the journalist to send you the link when it's published.
- Watch out for problematic headlines, photos, or misrepresentations of your quotes.
- If the story was good, thank the journalist and keep them updated as the issue evolves.
- If the story was just okay, thank the journalist and offer them constructive feedback.
- If the story was bad or dangerous, respond quickly, assertively, and respectfully with constructive feedback and any necessary edits or actions.
- Keep a record of the story for future reference.
- Ask a friend to help you evaluate your own performance.

For more tips on speaking to the media, check out:

- [Media Participation Guide for Transgender People](#) (Gender DynamiX, 2018)
- [MenEngage Training Manual](#) Page 191-198 about preparing for community radio interviews and media campaigns (Sonke Gender Justice, 2019)

COMMUNITY OUTREACH EVENTS

Community outreach events, whether in person or online, can help you spread your message and build relationships. You're not broadcasting to an audience during an outreach, you're engaging with a community and having a conversation.

Outreaches can take many forms. Maybe it's a public debate at a nearby school, a private listening/feedback party of your latest podcast episode at your office, a storytelling evening at a restaurant, a panel discussion on Zoom. The format you choose will depend on your vision for the event and what's possible.

There are three stages to hosting an outreach event:

VISION STAGE

Outreaches, like any media advocacy tool, start by deciding on a message and audience. The best audiences usually include a diverse mix of people directly and indirectly affected by the issue you're discussing. Set the ground rules for discussion to make it a safe space. You want your audience to be informed, inspired, challenged, and changed. If your audience remembers only one important part of your message, what would it be? That one thing is your focus statement. Write it down and keep it front and center as you start planning.

PLANNING STAGE

Planning is when you think through the “who/what/where/when/why/how” elements of your outreach event to ensure that it aligns with your advocacy goals and your audience's needs. What's your budget? Where will the event happen? What materials need to be assembled? What tasks need to be completed? By when? Who's in charge of managing each task? Be as detailed as you can and make back-up plans for when things go wrong.

EXECUTION STAGE

It's not enough to bring everyone together for your big event. You need to keep them engaged and actively participating. Scan the room. Are they paying attention? If not, what can you do to wake them up and help them focus? Can you tell an appropriate joke? What about an energizer? Ask the audience a question they can respond to with a show of hands. Ask someone to share their own experience. Do whatever you can to keep things lively.

For a detailed look at how to run your own community outreach event, see Chapter 3 of our [Community Safety Toolkit](#).

It's important to find allies who can amplify your work. In some cases, it might be safer or more effective to co-host an outreach with a partner organization than

to do it on your own. Consider asking a group you trust to host an event that emphasizes the message you're trying to spread and work closely with them, behind the scenes if necessary, to get your message out. Allies come in many forms and can play different roles. Religious leaders, teachers, parents, and police officers who support LGBTQI+ equality can influence their communities and other people in similar positions of power. Some groups find safety in numbers. Consider forming a coalition with other groups that work on issues similar to your own and use that network to share information and support each other's causes.



TRACKING SUCCESS

You'll never know if your media advocacy efforts are successful unless you track them. The best way to do this is to take “before” and “after” snapshots of the situation you're trying to change.

“Before” snapshots capture the baseline before you take any action. If you want to improve your target audience's understanding of an issue, survey some people from that group and record their responses. You can do this using a short online survey, an in-person focus group, or simply by asking around. If you're methodical in your approach from the beginning, you'll end up with better points of comparison to evaluate your success.

Take your “after” snapshots as soon as you reach specific milestones. You'll want to set these milestones before you start your advocacy work. They should be tied to specific achievements or events, such as “one month after your first radio episode airs”, “one week after your outreach event”, “once you've sent 100 tweets”, or “once you've reached 1,000 Facebook followers”. An ideal “after” snapshot would be a survey that asks the exact same people the exact same questions you asked in your baseline survey. If the results show that their understanding of the issue you wanted to track improved significantly, and if they say your work contributed to that positive shift, you'll know your work was successful.

You won't always be able to take such a scientific approach to tracking success, and that's okay. When you can't track quantitative changes (based on numbers), keep an eye on qualitative changes (based on self-reported shifts in knowledge,

attitudes, and behaviors).

NUMBERS YOU CAN TRACK INCLUDE:

- How many people listened to your radio show on each platform?
- Social media stats (retweets, shares, likes, thoughtful comments)
- How many people attended your event?
- How many partners rebroadcast part of your show?
- How many people signed your petition?
- How many positive stories did your local newspaper(s) publish about your campaign?

QUALITATIVE CHANGES YOU CAN TRACK INCLUDE:

- Shifts in your target audience's beliefs, attitudes, values, and norms
- Shifts in media coverage tone about an issue
- Changes in laws or policies
- Strengthened relationships with partner organizations
- How safe members of your community feel
- Changes in access to healthcare

Sometimes a single story will let you know that your work is making a difference. Imagine that a formerly homophobic nurse came to one of your events and after leaving started providing inclusive and affirming healthcare to your community. It's important to track these powerful stories of individual impact. They give us strength and inspire our community to keep fighting for what we believe in.

Keeping track of what worked well, what didn't, and why, will help you learn from your successes and mistakes and improve your media advocacy strategy going forward. The best way to get this feedback is to ask for it. Survey your team, your listeners, and your community. What did they like about your latest episode? What could be improved about your outreach event? What will they remember most from your TV interview? What new information did they get from your social media post? Have their beliefs changed? Are they ready to take action?

For more tips on tracking your success, check out:

- [How to Test Your Communications](#) (ILGA-Europe, 2017)
- [Tips for Effective Image Testing](#) (SOGI Campaigns, 2018)

SHOW PRODUCTION GUIDE

This sample Show Production Guide walks you through producing and distributing a radio show or podcast episode that will advance your media advocacy strategy.

The Fact Sheet introduces you to a particular issue, in this case coming out and disclosing your LGBTQI+ identity. It includes useful definitions and information that you can include in your show.

The Radio Production Guide discusses possible topics, angles, and radio formats you could develop and provides a sample show outline.

The Advocacy Guide offers tips for creating an outreach event to spread your impact statement (message) to key audiences and encourage them to take action.

After these guides you'll find five episode sheets designed to help you explore more facts, tips, angles, formats, interview questions, and resources with your audience. The five topics addressed are Know Your Rights, Overcoming Discrimination, Sexual Health & Safety, Mental Health, and Queer Faith. These sheets are not templates but rather jumping off points to help you brainstorm episode ideas that will resonate with your unique audience.

Feel free to build on these resources or mix and match your favorite parts to create something more tailored to your team's style and your community's needs. For more examples of fact sheets, radio production guides, and outreach guides, see our [Sexual and Reproductive Health Toolkit](#).

FACT SHEET: COMING OUT AND DISCLOSING YOUR LGBTQI+ IDENTITY

DEFINITIONS

- **COMING OUT:** The process of identifying to yourself or to others in terms of sex, sexual orientation, or gender identity. Some people prefer to think of this process as “inviting others in”.
- **DISCLOSURE:** The process of making private information known to others. In the LGBTQI+ context, disclosure usually refers to transgender people sharing their gender histories after transition or intersex people sharing their identities.
- **IN THE CLOSET:** Withholding information about one’s sex, sexual orientation, or gender identity. Also referred to as “closeted.”
- **OUT:** The opposite of being “in the closet.” People who are “out” are open about their sex, sexual orientation, or gender identity to at least some people in their lives. Do not assume that people who are out to friends are necessarily out to family or colleagues. People should come out on their own terms, not be “outed” by others.
- **QUESTIONING:** The process of seeking information and support when exploring one’s sex, sexual orientation, and/or gender identity.
- **TRANSITION:** The process of altering or affirming one’s sex and/or gender. This may or may not include changing legal documents, physical alterations, surgeries, etc.
- **GENDERQUEER:** Gender identities/expressions that do not match typically masculine or feminine gender norms. Terms similar to “genderqueer,” all with different meanings, include gender diverse, gender nonconforming, gender non-binary, pangender, third gender, genderfree, gender-fluid, and gender variant. These terms (spellings vary) emphasize that gender can be non-binary or non-fixed.
- **GENDER DYSPHORIA:** Distress or discomfort people may experience if their gender identities or expressions do not align with societal expectations.
- **GENDER PRONOUNS:** Gender pronouns such as She/Her/Hers, He/Him/His, They/ Them/Their(s) allow us to refer to a person without constantly repeating that person’s name. They/Them/Their(s) can be used as gender-neutral singular pronouns and are often the preferred pronouns of genderqueer people. Always use a person’s preferred pronouns.

- **BI/HOMO/INTERSEX/TRANS/QUEER-PHOBIA:** Emotional disgust, fear, anger, and/or discomfort felt or expressed towards people who don't conform to certain societal expectations around sex or gender.

- **STIGMA:** Negative and unfair beliefs that a society or group of people have about something.

Definitions from Taboom Media and Merriam-Webster Dictionary

COMING OUT VS. DISCLOSURE

COMING OUT: The internal process of coming out (realizing and understanding your truth) is similar for LGB and trans people. The public process can be quite different. For transgender people, it can include name and pronoun changes as well as style and physical changes. It can also include updating IDs, legal documents, bank accounts, and other credentials. Coming out as transgender is often a more unavoidably public process than coming out as LGB. The process for intersex people differs depending on when and how they learn they are

intersex.

DISCLOSURE: In the LGBTQI+ context, disclosure usually refers to transgender people sharing their gender histories after transition or intersex people sharing their identities. Such disclosure is not necessarily empowering and may lead to discrimination or violence. Some people choose to talk about being trans or intersex publicly to create cultural change, but it's not always necessary for transgender or intersex people to be "out" about their gender history or details of their biological sex in order to be happy. Trans and intersex people who do not disclose are not "in the closet" or "ashamed," they may just prefer to live their authentic selves without additional scrutiny.

Source: GLAAD Media



People who identify as Asexual have a different experience of Disclosure to the rest of the LGBTIQ+ community, because of the misunderstanding that all people are sexual.

Source: Kids Helpline

THINKING ABOUT COMING OUT OR DISCLOSING?

Coming out and disclosing your LGBTQI+ identity is a personal choice and a lifelong process. Think carefully about when, where, why, how, and with whom you'd like to share your truth.

CONSIDER THE FOLLOWING:

- Who do you want to tell? Think about friends and family you trust to offer support.
 - How do you want to tell them? In person? On the phone? In an email or text? On social media?
 - How do they feel about LGBTQI+ issues?
 - Why do you want to come out or disclose to this person? What are the pros and cons of doing so?
 - When do you want to tell them? You might be more open to sharing or they might be more open to listening at a certain time of day or year.
- Where do you want to tell them? In private? In public? At home? Online?
 - What do you want to tell them? Consider writing it down first so you don't lose your words if you get nervous.
 - What will you do if it doesn't go well? It's important to think through how a negative reaction from the person you tell might affect your safety, housing, schooling, food and financial security, employment, religious community, etc.
 - What are the laws in your country? How might they be used to protect or discriminate against you?



The reality of rejection and discrimination means that many people need to consider their level of independence, living arrangements, financial situation, and the cultural attitudes of the community they live in before Inviting Others In or Disclosing their identity.

Source: [Kids Helpline](#)

SAFETY TIPS FOR COMING OUT AND DISCLOSING

TRY NOT TO FEEL PRESSURED TO COME OUT OR DISCLOSE.

It's up to you how much information you want to share with other people. You also have the right to choose if or how you answer questions.

COMING OUT AND DISCLOSING IS DIFFERENT FOR EVERYONE.

Some people start by telling one trusted person. Others throw a party. Do whatever you think feels right and safe.

HAVING SUPPORT CAN MAKE A BIG DIFFERENCE WHEN COMING OUT OR DISCLOSING TO LESS UNDERSTANDING PEOPLE.

Identify people you trust who can help you plan conversations, celebrate successes, and provide support if things don't go well.

TRY TO REMEMBER THAT WHILE YOU'VE HAD A LONG TIME TO UNDERSTAND YOUR SEXUALITY OR GENDER, THIS IS BRAND NEW TO OTHERS AND MAY COME AS A SURPRISE.

Shock and surprise don't always mean disapproval. Try to be patient if someone needs time to process things or ask questions that you feel okay answering.

IT'S IMPOSSIBLE TO KNOW FOR SURE HOW SOMEONE WILL REACT TO YOU COMING OUT OR DISCLOSING.

You can sometimes gauge this by testing their reaction to current LGBTIQ+ news or their thoughts on a queer celebrity.

COMING OUT OR DISCLOSING DOESN'T ALWAYS GO WELL.

Try to make backup plans for housing, food, work, etc. in case things go poorly. Give details of your plan to someone you trust who can give you support.

Source: [Kids Helpline](#)

IMPORTANT DATES

- **March 31:** International Transgender Day of Visibility
- **April 26:** Lesbian Visibility Day
- **May 17:** International Day Against Homophobia, Biphobia, Interphobia, and Transphobia (IDAHOBIT)
- **September 23:** Bisexual Pride/Visibility Day
- **October 11:** National Coming Out Day in several countries
- **October 26:** Intersex Awareness Day
- **October (last full week):** Asexual Awareness Week
- **November 8:** Intersex Day of Solidarity
- **November 20:** International Transgender Day of Remembrance
- **November 25 - December 10:** 16 Days of Activism against Gender-based Violence
- **December 10:** Human Rights Day
- **Pride:** Dates vary by city (usually October in Johannesburg, February or March in Cape Town). Global Pride events are often held in June.
- **LGBTQI+ History Month:** varies by country

For more coming out and disclosure resources:

- [Coming Out and Disclosure](#) (Kids Helpline)
- [Coming Out: A Handbook for LGBTQ Young People](#) (The Trevor Project)
- [Coming out as a young person](#) (Stonewall)

RADIO PRODUCTION GUIDE

PREPARING FOR THE SHOW

DIFFERENT WAYS TO TALK ABOUT COMING OUT AND DISCLOSING YOUR LGBTQI+ IDENTITY

- Deciding who to tell and who not to tell
- Why it's a life-long process
- What to do if it doesn't go well
- Safety tips for coming out and disclosing
- How to handle being outed against your will

CHOOSE AN ANGLE

Safety tips for coming out and disclosing

WAYS TO TALK ABOUT SAFETY

- Who can you trust to tell first?
- What is the safest way to tell them?
- What groups and organizations can you rely on?
- What is your back-up plan for housing, school, or work if it doesn't go well?
- What laws exist to protect you?



AUDIO COMMENTARY OR DIALOGUE



AIM:

To get expert opinions about a topic.



WHO DO YOU TALK TO?

An LGBTQI+ activist or ally social worker who can offer tips and suggestions for deciding how and when to come out or disclose.



PUBLIC SERVICE ANNOUNCEMENT (PSA)



AIM:

To create a public awareness message.



EXAMPLE:

Voice 1: Mama, I have something to tell you.

Voice 2: What is it, my dear child?

Voice 1: Mama...I'm gay.

Voiceover: Coming out takes courage, but you don't have to do it alone. Our organization is here to help you stay strong before, during, and after you share your truth. Visit (ourwebsite.com) to connect with us today.

Voice 2: I love you no matter who you love, darling. Thank you for being brave and sharing your truth.



VOX POP



AIM:

To get many opinions on one topic.



WHO DO YOU TALK TO?

Anyone in your community.



POSSIBLE VOX POP QUESTIONS FOR THE GENERAL COMMUNITY:

- When did you first realize your sexual orientation? (gay, straight, bi, pan, etc.)
- Usually only LGBTQI+ people are asked this, but everyone has a sexual orientation. Collecting responses from straight people can emphasize this fact.
- What's the hardest thing you ever had to tell someone?

POSSIBLE VOX POP QUESTIONS FOR THE LGBTQI+ COMMUNITY:

- Who did you come out to first and why?
- When's the "right time" to come out or disclose your LGBTQI+ identity?
- What advice do you have for people who are thinking about coming out or disclosing their LGBTQI+ identity?

SAMPLE SHOW OUTLINE

General Intro
Intro Vox Pop
Vox Pop
Outro Vox Pop
Music transition
Intro audio commentary
Audio commentary
Outro commentary
Music transition & jingle
Intro audio profile
Audio profile
Outro audio profile
Music transition & jingle
PSA
General outro
Music end



You must always **INTRODUCE** your show and radio features.

Then once you've played your features, have a **CONCLUDING STATEMENT** for each one.

Don't forget a **FINAL CONCLUSION** for the very end of the show.

Use **LINKS** (facts, tips, did-you-knows, music) to glue it all together.

For more show ideas:

- Keep up with local and international LGBTQI+ news by following the social media accounts of relevant groups and activists you know and trust around the world. This can be a great way to spot trends and keep track of hot topics, helping you tie a story in your community to something larger
- Ask LGBTQI+ people in your community what they think the public needs to better understand their lives. You can do this by gathering an in-person focus group or by creating an online poll or survey.
- Ask your listeners directly what topics they would like to hear more about. They can send in their responses using an anonymous survey you create or via one of your social media channels.

ADVOCACY GUIDE

FROM YOUR ANGLE

Safety tips for coming out and disclosing

WRITE AN IMPACT STATEMENT

Coming out or disclosing is your choice. Choose to do it safely.

An impact statement is the main idea or the one thing that you want your audience to remember after they leave your outreach event. Your impact statement should be short, meaningful, and easy to remember. Developing your impact statement comes after you have looked at and understood all the information about the theme and discussed the different possible viewpoints of the theme. Your impact statement must be relevant to your community and audience.

OUTREACH FORMATS

Outreach formats are the mix of tools you will use in your outreach activity to help you explore perspectives and information about your theme.



QUIZ



AIM:

To test knowledge of the audience through a competition with prizes for the winner(s).



QUIZ QUESTION EXAMPLES:

- True or false: Coming out is the same as disclosure
- True or false: I can't get fired for coming out to my employer

- True or false: Transitioning for a transgender person means having surgery

NOTE: If any incorrect information comes up in any of your formats, you must correct it! Don't let your audience leave with myths!



ROLE PLAY



AIM:

To provide a scenario that allows the audience to “act out” a point about the impact statement.



EXAMPLE OF SCENARIOS:

- Yoliswa is coming out as bisexual to her mother.
- Thabang is disclosing that they are gender diverse to a work colleague.



PANEL DISCUSSION



AIM:

To provide an opportunity for youth engagement, discussion, and education on a topic.



WHO IS ON THE PANEL?

People who have come out or disclosed, affirming parents, counselors, LGBTQI+ activists.

OUTREACH OUTLINE

An outreach outline is a map to help you stay on track during your event. It is a list of the items, and in which order they will happen in the outreach activity. Below is an example of an event that is one hour long.

When you create your outreach outline, be aware of the flow of the energy that certain activities generate. You don't start with a bang and end on a whisper.

<i>Outreach outline</i>	<i>Time allocated:</i>
General Intro: Music, Hosts introduce impact statement	2 min
Impact Jingle	30 secs
Icebreaker	2 min
Role play game	5 min
Impact jingle	30 sec
Music performer	10 min
Panel discussion	15 min
Icebreaker	2 min
Impact jingle	30 secs
Quiz	6 min
Music performer	10 min
Outro and thanks	7 min
Music	1 min
<i>TOTAL TIME</i>	<i>60 min</i>

ETHICS AND CONSENT

This may be a sensitive topic for some, so make sure you inform your audience to respect those who share personal stories in the space.

Ethics are rules that govern us on what is right and wrong. They are rules of conduct or standards of behaviour. Consent is permission for something to happen; in other words it is an agreement by someone or yourself to do something.

ADDITIONAL EPISODE SHEETS

The following Episode Sheets are condensed versions of the Show Production Guide above. They are designed to help you generate story ideas and brainstorm themes and angles that will resonate with your audience when producing episodes that address one of five broad topics (Know Your Rights, Overcoming Discrimination, Sexual Health & Safety, Mental Health, and Queer Faith).

Each sheet offers a mix of facts, tips, angles, formats, interview questions, and resources to explore. Think of these sheets not as specific recipes but rather as lists of ingredients. Each ingredient is here to inspire you to create something new the world has never heard, something that speaks directly to your audience and to your community. Once you've come up with some ideas for an episode on one of the themes, look back at the full Radio Production Guide and Advocacy Guide above for more tips on crafting your episode and spreading your message to key audiences through outreach activities and events.

KNOW YOUR RIGHTS

How many times have you heard journalists, community leaders, even police officers say, "being gay/trans/LGBTQI+ is illegal here"? In most countries, most likely your own, that's simply not true. Countries that criminalize homosexuality usually only prohibit certain sexual acts, **not identities**. You may face discrimination, which we'll talk about in the next episode sheet, but you shouldn't face court summons or jail time just for telling the world who you love or how you identify.

Sadly for us, what the law says often doesn't match how it's interpreted, enforced, or abused. We know legal systems can be scary and difficult to navigate. That's why it's so important for listeners to know their rights and demand they be respected and upheld when others try to violate them.

WHAT ARE MY RIGHTS?

Laws vary by country and province, so it's important to gather relevant and up-to-date information from local organizations that work to protect the human rights of LGBTQI+ people. Find a knowledgeable group in your community and arrange to interview their best legal expert. Before the interview, research what the law in your country says about:

- Same-sex sexual activity
- Equal age of consent
- Discrimination in employment and other areas
- Queerphobic hate speech
- Ability to change legal gender
- Recognition of same-sex couples
- Marriage equality
- Freedom to serve openly in the military
- Child adoption by same-sex couples
- Access to in vitro fertilization (IVF) for queer individuals
- Commercial surrogacy for queer couples
- Registering and operating an organization
- Any other issues that affect LGBTQI+ people and groups in your community

The “laws by country” section of the Wikipedia page “LGBT rights in Africa” is a good place to start your research. As always with Wikipedia, be sure to verify the accuracy of each source.

Beyond your own country's specific laws, the Universal Declaration of Human Rights has influenced international law in ways that offer LGBTQI+ people additional protections. These universal human rights include the right to life, liberty, privacy, equality, dignity, non-discrimination, freedom of expression, freedom of peaceful assembly and association, freedom of movement, and equal access to public service. They also protect people from arbitrary arrest, detention, exile, torture, and cruel, inhuman, or degrading treatment or punishment.

International law requires your government to protect you from homophobic and transphobic violence and discrimination, to safeguard your freedom of expression and association, and to repeal laws that criminalize private sexual conduct among consenting adults. Are they doing their job?

EPISODE TIPS

- Laws can be dense and confusing for listeners. Make the topic interesting and accessible by including specific cases and voices of people whose rights have been violated or upheld under particular laws.
- Hit the highlights. You can't possibly cover every law that affects LGBTQI+ people in a single episode, nor should you try. Focus on one or a few specific laws that affect your community most.
- Survey your team and listeners (via social media) about their most pressing LGBTQI+ legal questions. Ask their best questions to your expert sources.

ANGLES

Here are a few angles to explore when making a “Know Your Rights” show:

- How are sexual and gender minorities affected by discriminatory laws in your country? What different legal restrictions do lesbian, gay, bi, trans, and intersex people face? Collect personal stories from your community that bring these experiences to life.
- If your country's constitution or penal code includes queerphobic phrases like “unnatural offenses”, “against the order of nature”, or “carnal knowledge”, research how that language came into law and how other countries with similar laws (Botswana and India) have worked to repeal them.
- What specific rights can all people, including LGBTQI+ people, demand in schools, jails, courtrooms, hospitals, workplaces, etc.?

FORMATS

VOX POP

- “What does the law say about being gay/trans/LGBTQI+ in our country?” Use the responses you gather to emphasise that while certain sex acts may be illegal, identities are not.
- “Do you believe everyone should enjoy equal rights?” If no, why not. If yes, what does that mean for LGBTQI+ people (cite specific policies around marriage equality, child adoption, whatever gets them talking).

PUBLIC SERVICE ANNOUNCEMENTS

- Give your audience specific examples of how local and international law protects LGBTQI+ people
- Offer tips for what LGBTQI+ people should do if they are arrested (who to contact, what rights to demand)
- Explain LGBTQI+ people's rights in a specific sector (health care, education, employment, etc.)

AUDIO PROFILE - SOURCES AND INTERVIEW QUESTIONS

- **Local, national, and international LGBTQI+/human rights experts**
 - What are the most important laws LGBTQI+ people in our community need to know about to stay safe?
 - How does international law affect our local community?
 - What should someone do if they are arrested or discriminated against based on some aspect of their perceived sex, sexual orientation, or gender?
- **LGBTQI+ people in your community who have had positive or negative interactions with the legal system due to some aspect of their sex, sexual orientation, or gender**
 - Describe your experience.
 - What assistance did you receive and from who?
 - What did you learn that might help other LGBTQI+ people who find themselves in a similar situation?
 - Remember to respect source safety and sensitivity

EPISODE EXAMPLES:

- [Bree: The Airport Incident Unpacked](#) (Purple Royale Podcast, 2020)
- [Are LGBTI Rights Imposed on Heterosexuals?](#) (Queer Platform Reporters, 2019)
- [Interview with Top LGBTI Rights Watchdog at the United Nations Victor Madrigal-Borloz](#) (Global Dispatches Podcast, 2019)
- [Criminalization and Colonization](#) (AfroQueer Podcast, 2019)
- [Cadre Légal Pour Les LGBTI En RDC Et Réalité](#) (Jeunifrica, 2018)
- [Les Droits Sexuels](#) (Jeunifrica, 2017)

ADDITIONAL RESOURCES:

- [Universal Declaration of Human Rights](#) (United Nations, 1948)

- [International Human Rights Law and Sexual Orientation & Gender Identity](#) (UN Free & Equal Campaign for LGBT Equality, 2017)
- [Map of Countries that Criminalise LGBT People](#) (Human Dignity Trust, 2020)
- [LGBT-related laws by country or territory](#) (Wikipedia - *always verify cited sources*, 2020)
- [This Alien Legacy: The Origins of “Sodomy” Laws in British Colonialism](#) (Human Rights Watch, 2008)

OVERCOMING DISCRIMINATION

Discrimination happens when someone treats you differently, usually worse, based on some aspect of your identity or situation.

People might discriminate against you based on your actual sex, sexual orientation, or gender identity/expression (SSOGIE)...or because they think you might be LGBTQI+... or because you have friends or family members they think might be LGBTQI+.

The UK’s Equality and Human Rights Commission identifies [four main types of discrimination](#) that occur based on a person’s real or perceived SOGIE status:

1. **DIRECT DISCRIMINATION** occurs when someone treats you worse than another person in a similar situation.
2. **INDIRECT DISCRIMINATION** occurs when an organization (a business, a hospital, the government, etc.) systematically treats people like you worse.
3. **HARASSMENT** occurs when someone humiliates, offends, or degrades you.
4. **VICTIMIZATION** occurs when you are treated badly for making a complaint about the discrimination or harassment you’ve experienced.

Discrimination can be obvious or subtle and can occur anywhere at any time. When producing an episode on it, you may want to zoom in on one or two particular contexts where discrimination against sexual and gender minorities often occur. Common examples include:

- **Education**
 - Bullying, harassment, exclusion, isolation, violence, name-calling, misgendering (which means calling someone, especially a trans person, by the wrong gender)? By fellow students, teachers, administrators?

Directed at students, their family members, their friends? Occurring at religious, private, or government schools/universities? At particular ages (especially adolescence)? Do SSOGIE minority students enjoy equal access to academic and extracurricular activities and facilities?

- **Employment**

- Unequal pay, gendered uniforms, marginalization, sexual harassment or violence? By co-workers, managers, clients, private or public employers? Directed at job applicants, current or past employees, their family members? Occurring at the office, online, in job advertisements, during the recruitment process? Do SSOGIE minority employees enjoy equal compensation and benefits, opportunities for growth and promotion, facilities?

- **Healthcare**

- Refusing access or treatment, providing inferior or delayed treatment, charging you more, humiliation, intimidation? By doctors, nurses, receptionists, administrators? Directed at patients, their visitors/family members? Occurring at hospitals, clinics, care homes? Do SSOGIE minority patients (look specifically at L, G, B, T, Q, I, + individually) seek healthcare less frequently due to fear of discrimination or stigma? How does this affect their physical and mental health and wellbeing? What provisions are made for trans and intersex people regarding reproductive health and gender affirmation (including hormone therapy)?

- **Housing**

- Refusal to rent or sell, higher prices, vandalism, threats, evictions? By landlords, realtors, neighbors, family members? Directed at current occupants, potential renters or buyers? Occurring in the private market, government housing, family homes, homeless shelters? Do SSOGIE minorities (youth, adults, L, G, B, T, Q, I, +) experience higher rates of homelessness than the general population?

In these and other contexts you investigate (jails, courtrooms, shopping centers, houses of worship, online platforms, wedding service providers, adoption agencies, eldercare facilities, people's own families, etc.), ask yourself:

- Who is discriminating against who?
- How are they doing it?
- How is it affecting the victim?
- Are anyone's legal rights being violated?
- How does this play into intersectional discrimination?

EPISODE TIPS

- Once you've introduced the context and discussed the problem, start exploring solutions. How have people in this or similar situations overcome discrimination?
- Discrimination disadvantages LGBTQI+ people in obvious ways that affect our income, safety, and wellbeing, but many of its worst effects are harder to see. Don't forget to explore how discrimination affects peoples' mental health.
- Survey your team and listeners about their experiences with discrimination and share their stories with your audience (respecting source safety and sensitivity).

ANGLES

- Discrimination affects sexual and gender minorities differently depending on how they identify within the LGBTQI+ acronym/spectrum. Consider focusing on how discrimination in a particular context (healthcare, employment, etc.) affects a particular group of people (MSM, transwomen, etc.)
- What if anything is being done to combat discrimination at the national, local, and hyperlocal levels in particular sectors (education, housing, etc.). Who is leading the charge? How are they fighting discrimination?

FORMATS

VOX POP

- "Tell us about a time you felt discriminated against." Responses from non-LGBTQI+ people can reveal sources of intersectional/compound discrimination (based on gender, race, disability, nationality, religion, etc.)
- "Why do you think people discriminate?" Answers worth exploring might include fear, ignorance, prejudice, hatred.
- "How do you think discrimination affects LGBTQI+ people?" You can tailor this question to particular contexts, broadcast a few insightful responses, and summarize the most important points.

PUBLIC SERVICE ANNOUNCEMENTS

- Offer practical tips for what LGBTQI+ people can do to overcome discrimination (how to respond, who can support).
- Tell listeners where they can find LGBTQI+ affirming health clinics, schools, employers, housing providers, etc.
- Tell potential allies how they can best support loved ones/colleagues/strangers who face anti-LGBTQI+ discrimination.

AUDIO PROFILE - SOURCES AND INTERVIEW QUESTIONS

- **LGBTQI+ people in your community who have overcome discrimination in a particular sector**
 - What happened?
 - What steps did you take to remedy the situation? Did you receive any help?
 - What did you learn that might help other LGBTQI+ people who find themselves in a similar situation?
- **LGBTQI+ experts or affirming allies in a particular sector (education, employment, etc.)**
 - What unique challenges and sources of discrimination do LGBTQI+ people face in your sector?
 - What needs to change to ensure that more LGBTQI+ people receive fair and equal treatment?
 - What are you doing to help make these improvements?

EPISODE EXAMPLES:

- [Paris: Assaulted, left to die yet lived to tell the tale](#) (Purple Royale Podcast, 2020)
- [Homophobia experienced by the LGTBI community](#) (Queer Platform Reporters, 2019)
- [Que Doit Faire Un LGBTI Discriminé Au Travail?](#) (Jeuniafrica, 2018)
- [Discriminé par les Miens](#) (Jeuniafrica, 2019)

ADDITIONAL RESOURCES:

- [Discrimination: What it is and how to cope](#) (American Psychological Association, 2019)
- [Combatting discrimination based on sexual orientation and gender identity](#) (United Nations Human Rights, 2014)
- [Video: COVID-19 and Cape Town's Homeless Transgender Sex Workers](#) (GALA Queer Archive, 2020) - Good example of diary snippets format.
- [Stigma and Discrimination](#) (Centers for Diseases Control and Prevention, 2016)

SEXUAL HEALTH & SAFETY

Sexual health and safety is everyone's concern, but there are certain joys and risks that LGBTQI+ people in particular need to know about. These realities can impact our physical and social well-being, which we'll cover here, along with our mental health, which we'll discuss in the next episode sheet.

Common sexually transmitted infections (STIs) include HIV/AIDS, chlamydia, gonorrhea, syphilis, genital warts/human papillomavirus (HPV), and Hepatitis A/B/C. Depending on the person and stage of progression, these infections may cause no symptoms, extreme discomfort, or life-threatening complications.

Here's a breakdown of intimate acts and their associated risk of spreading STIs:

VERY LOW RISK

- Video/phone sex
- Masturbation (alone) or mutual masturbation (with partners)
- Stimulating each other
- Touching or massaging
- Fondling or body rubbing
- Kissing
- Oral sex with a condom, dental dam, or plastic wrap over the genitals/anus

LOW RISK

- Vaginal intercourse with a condom
- Anal intercourse with a condom

HIGH RISK

- Vaginal intercourse without a condom
- Anal intercourse without a condom
- Sharing unprotected sex toys

ALWAYS REMEMBER:

- Wear condoms correctly! Use one new lubricated condom every time you have sex. Check the use-by date. When opening the packet, be careful not to tear the condom with fingernails or teeth.
- No matter your SSOIE identity, penile-vaginal sex without adequate protection could lead to pregnancy.
- If you've had unprotected sex and are worried about pregnancy or STI exposure, visit a clinic as soon as possible (within 72 hours) to discuss treatment options.

Beyond sexually transmitted risks, LGBTQI+ people can face unique threats and challenges when dating or hooking up. If your government or society criminalizes or stigmatizes some aspect of your sexual expression, be extra careful online. We've all heard stories of queerphobic people, sometimes even police, using fake dating profiles to entrap LGBTQI+ people in order to rob, arrest, extort, blackmail, or attack them.

The Initiative for Equal Rights (TIERS) in Nigeria suggests the following tips to make dating and hooking up safer for LGBTQI+ people:

- Secure and strengthen your passwords.
- Do not share sensitive or confidential information about yourself online.
- Verify the person's identity before you agree to meet by asking them about mutual friends in the community and looking through their social media profiles.
- Meet at a safe, open, public place like a restaurant or a shopping mall.
- Bring only limited jewelry and cash, one debit card with little money in the account, and one phone.
- Always let friends know where you will be and send them your date's phone number and a screenshot of their dating profile. You can also share your live location with a friend so they can track you if you go missing.
- If sending nudes, do not put your face or any distinguishing marks in the photo.

Most people "disclose" their sexual preferences and histories with trusted partners at some point. Trans/gender diverse and intersex people sometimes disclose extra layers of their identities when dating and hooking up. There's no one way to go about this. Ask other trans and intersex friends how they navigate disclosure and evaluate the situation and your own safety before disclosing anything sensitive.

EPISODE TIPS

- Sexual health and safety issues vary greatly for LGBTQI+ people. Be clear about whose issues you are addressing in each episode (bisexual women? Trans men? Intersex people?) and consider exploring different groups' concerns and realities across a series of episodes on this topic.
- Healthcare providers often discriminate against LGBTQI+ people. Research and then let your listeners know where they can find affirming healthcare options in your community.
- Don't frame sexual health as a moral topic ("good", "bad", "shameful", "disgusting"). Bring in multiple opinions and experts to explore facts and realities.

ANGLES

- Consent. It's my body, my rights, my choice. We all have the right to choose when and how we want to express our sexuality, and we always have the right to say no to unwanted touch. Explore stories of consent within the LGBTQI+ community.
- Mythbusters. Use facts to debunk common myths about sexual health:
 - “You can get HIV by being around people who are HIV-positive.” False! HIV does not spread merely through touch, tears, sweat, breath, or saliva.
 - “You can get STIs from oral sex.” True! To safeguard yourself and your partners, use a protective barrier.
 - “My partner and I are HIV-positive, so we don't need to practice safe sex.” False! You may have different strains of the virus and infect each other with that or a different STI.

FORMATS

VOX POP

- “What does ‘safe sex’ mean to you?” People will likely say condoms. Use their responses to discuss other physical and behavioral approaches to safe sex and LGBTQI+-specific concerns.
- “Where did you learn what you know about safe sex?” Parents, siblings, teachers, doctors? Use this as an opportunity to suggest accurate and LGBTQI+-affirming resources.
- “Does your gender make it easier or harder to navigate safe sex?”

PUBLIC SERVICE ANNOUNCEMENTS

- Navigating consent
- Safer online dating
- Guide to LGBTQI+ affirming health clinics

AUDIO PROFILE - SOURCES AND INTERVIEW QUESTIONS

- **LGBTQI+ people in your community who have had risky experiences with online dating or unsafe sexual encounters**
 - What happened?
 - Did you receive any help? From who?
 - What advice do you have for other LGBTQI+ people facing similar situations?
- **An affirming healthcare provider or other expert on LGBTQI+ sexual health and safety**

- What unique sexual health risks do LGBTQI+ people face?
- What are the best ways to discuss consent and safe sex with a partner?
- What advice would you give LGBTQI+ people who are sexually active?
- What should someone do if they experience sexual violence?

EPISODE EXAMPLES:

- [Love and Relationships](#) (Purple Royale Podcast, 2019)
- [Ras That Guy: Reproductive health for a Transman](#) (Purple Royale Podcast, 2020)
- [The LGBTI community & unreported sexual assaults](#) (Queer Platform Reporters, 2019)
- [App Trap: Does Grindr Do Enough to Protect Users in Africa?](#) (AfroQueer Podcast, 2018)
- [Santé Sexuelle et Reproductive](#) (Jeuniafrica, 2019)

ADDITIONAL RESOURCES:

- [LGBTQIA Safer Sex Guide](#) (Healthline, 2020)
- [Guide to Staying Safe Online and Offline](#) (TIERS, 2019)
- [Safer Nudes Nigeria: A Sexy Guide to Digital Security](#) (TIERS Nigeria, 2019)
- [Sexual Health Resources](#) (The Trevor Project, 2020)
- [Trans Youth Sexual Health Booklet](#) (Gendered Intelligence, 2012)

MENTAL HEALTH

Our mental health is shaped by how we think, feel, manage stress, make decisions, and interact with others. LGBTQI+ people are more likely than the general population to experience stigma, discrimination, isolation, rejection, bullying, violence, and trauma, all of which can harm our mental health. These negative realities can lead to increased risk of:

- Depression
- Anxiety
- Post-Traumatic Stress Disorder (PTSD)
- Substance abuse
- Low self-esteem

- Eating disorders and body dysmorphia
- High-risk sex
- Self-harm
- Suicidal thoughts and attempts
- Other mental health struggles

DEPRESSION is when feelings of sadness, loss, guilt, or anger interfere with everyday life for long periods of time. Symptoms include:

- Feeling agitated, restless, or irritable
- Changes in appetite, concentration, sleep, or energy
- Feeling hopeless, worthless, guilty, or self-hating
- Losing interest or pleasure in doing things you once enjoyed
- Thinking about death or suicide

ANXIETY is when constant worrying interferes with everyday life. Symptoms include:

- Feeling restless or edgy
- Tiring easily
- Having trouble concentrating or feeling as if your mind is going blank
- Feeling irritable
- Tense or tight muscles
- Trouble sleeping

POST-TRAUMATIC STRESS DISORDER (PTSD) can occur after experiencing a traumatic event involving the threat of injury or death. Symptoms include:

- Reliving the traumatic event through flashbacks, upsetting memories, or nightmares
- Feeling detached or numb
- Lack of interest in normal activities
- Difficulty concentrating
- Being startled easily
- Feeling more aware, irritable, or angry

SUBSTANCE ABUSE refers to the unhealthy use of drugs. Symptoms of substance abuse include:

- Using one or more substances on a regular basis
- Increasing use of substances to feel the same high
- Planning activities involving substance use in advance
- Lying to or avoiding friends or family to use substances
- Major changes in mood or behavior
- Frequent hangovers or blackouts

SOURCE: Vanderbilt University Medical Center

One all too common source of mental health crises for LGBTQI+ people is “conversion therapy” (sometimes framed as religious deliverance/exorcism), which tries to make queer people heterosexual or gender-conforming. Don’t be fooled by the word “therapy”. Major psychological associations condemn these harmful practices for undermining queer people’s self-esteem and invalidating our natural sexual orientations and self-identities.

Embracing your identity and nurturing a community that loves and supports you are two of the best ways to manage mental health challenges. When you build self-acceptance, self-respect, and self-love, you move closer to self-actualization, the state of realizing your full potential.

If you’re struggling with mental health issues:

- Talk to someone you really trust
- Find a local LGBTQI+ community support network
- Ask a local LGBTQI+ rights group if they know of any free or affordable queer-affirming therapists or counselors
- Try a free online therapy program like Bliss or Palouse Mindfulness
- Ask for help
- Do your best to eat well, sleep well, and exercise!

Healthcare discrimination sometimes prevents LGBTQI+ people from receiving adequate and affirming professional treatment, so it’s important to look after yourself and your community. Keep an eye out for signs of depression, anxiety, and substance abuse, and speak openly about mental health struggles with people you trust. Opening up can be scary at first, but it helps deepen relationships and lets others know that it’s okay to seek help and support.

EPISODE TIPS

- Mental health can be a triggering topic for some listeners. Approach these issues delicately, always keeping safety and sensitivity in mind.
- Mental health stories often focus on symptoms and sadness. Be sure to emphasize preventative and coping strategies. Investigate how people find joy and serenity to maintain good mental health and how struggles like depression and anxiety can be managed and sometimes overcome.

ANGLES

- Spotting symptoms. How can listeners identify signs of mental health struggles in themselves and in others?
- Overcoming stigma. How can people start open and honest conversations with

people they trust?

- What are 5 or 10 steps people can take to improve or maintain good mental health?

FORMATS

VOX POP

- “Why is mental health a taboo topic in so many societies?”
- “What strategies do you have for improving your own mental health?”

PUBLIC SERVICE ANNOUNCEMENTS

- Spotting depression, anxiety, substance abuse, etc. (a different PSA for each condition)
- Tips for talking about mental health struggles
- Guide to LGBTQI+ affirming mental healthcare providers in your community

AUDIO PROFILE - SOURCES AND INTERVIEW QUESTIONS

- **LGBTQI+ people in your community who have struggled with mental health issues**
 - What signs did you notice that something was wrong?
 - Who did you tell and how did you tell them?
 - Did you receive support from anyone?
 - What advice do you have for other LGBTQI+ people facing similar mental health struggles?
- **An affirming mental health expert who understands LGBTQI+ sensitivities**
 - What unique mental health challenges do LGBTQI+ people face?
 - Who should they talk to if they need help or support?
 - What advice do you have for LGBTQI+ people who are struggling with their mental health?

EPISODE EXAMPLES:

- [Well, Well, Well Podcast](#) (JOY 94.9, 2013-Present)
- [LGBT Wellness Roundup Podcast](#) (LGBT HealthLink, 2019-Present)
- [Looking After Our Mental Health](#) (Hooked - An LGBTIQ+ Podcast on Addiction, 2020)
- [LGBT Youth, Mental Health, and Spiritual Care](#) (Journal of the American Academy of Child and Adolescent Psychiatry, 2019)

ADDITIONAL RESOURCES:

- [LGBTIQ+ Mental Health Tips for Everyday Living](#) (Mind, 2020)
- [LGBTQ Focus on Mental Health](#) (Vanderbilt University Medical Center, 2012)
- [National Survey on LGBTQ Youth Mental Health](#) (The Trevor Project, 2020)
- [Seize the Awkward](#) (Ad Council, 2020)
- [LGBTQ Suicide and Suicide Risk](#) (American Foundation for Suicide Prevention, 2020)

QUEER FAITH

Religion is often used to oppress sexual and gender minorities, but it's also a source of meaning, inspiration, and wisdom in many queer people's lives. This apparent contradiction, combined with the genuine belief that salvation is at stake, makes faith an important and fascinating topic to explore with your audience.

People who say their religion is "against homosexuality" often state this opinion as though it represents the will of God (or Gods in polytheistic faiths), as though humans could possibly know what God thinks and wants for humanity. The closest religious believers get to understanding the divine will is scripture (the Bible, the Quran, etc.), but these religious texts were all written down by humans, often hundreds or thousands of years ago, usually in a different language than people read them today. Anti-LGBTQI+ people often pluck isolated verses from outdated translations of these texts to support their queerphobic beliefs, ignoring the countless other passages that endorse love, kindness, and compassion. In doing so, they also ignore the cultural contexts in which the scripture was originally written, choosing instead to present their hateful opinions as divine "facts".

It's no wonder so many LGBTQI+ people have left or been pushed out of their faith communities. When religious conversion therapy, exorcism, and deliverance ceremonies inevitably fail to "correct" our sexual orientations and gender identities, many queer people make a binary choice between faking their identities and desires to remain within the good graces of their religious communities or abandoning their faiths entirely. Fortunately for queer people of faith who don't want to make this painful choice, there's a growing number of inclusive religious communities around the world who welcome, love, and accept people no matter their SSOGIE status. This episode sheet should help you discover some LGBTQI+-affirming communities

in your country and navigate tricky intersections around queer identity and religious belief.

EPISODE TIPS

- Many people take their religious beliefs very seriously. Be considerate of other people's feelings when discussing religion, even if you don't share their beliefs.
- The Bible, the Quran, and other religious texts are often used to support people's biases. These texts were written many years ago in very different cultural contexts. If someone tells you, "the Bible is against homosexuality," that is their opinion based on their biased interpretation. Other people will tell you the exact opposite. All religious scripture is open to interpretation.
- Avoid "platforming" hate speech. If one of your vox pop sources says something extreme and hateful, you don't need to broadcast it. You might summarize their statements to make a larger point about some of the anti-LGBTQI+ views that exist in society, but don't subject listeners to someone's dehumanizing opinions for no reason.

ANGLES

- What does the Bible/Quran/etc. really say about LGBTQI+ issues? Your main point with this approach should be that scripture is wide open to interpretation. "Some people believe XYZ, but scripture also talks about love, compassion, etc."
- Can LGBTQI+ people be religious? Can religious people be LGBTQI+? Explore positive stories demonstrating that both scenarios are possible and indeed common.
- Conversion therapy/exorcism/deliverance. How do these dangerous religious practices harm LGBTQI+ people and what's being done to stop them?

FORMATS

VOX POP

- "What does the Bible/Quran/etc. say about love?"
- "What does the Bible/Quran/etc. say about LGBTQI+ people?" Most people will probably say scripture is "against them" or talk about "sin". Ask them to cite specific verses. Most people won't be able to do so or will say something vague about Sodom and Gomorrah, which many scholars interpret to condemn gang rape, not loving same-sex relationships or diverse sexual orientations/gender identities.

PUBLIC SERVICE ANNOUNCEMENTS

- God loves you. If your audience is mostly religious, you can craft a message to remind them of God's love for everyone, including LGBTQI+ people.
- Guide to LGBTQI+-affirming religious groups in your community.

AUDIO PROFILE - SOURCES AND INTERVIEW QUESTIONS

- **LGBTQI+ people in your community who are involved with or left a religious community**
 - Tell us about your faith journey.
 - What challenges (if any) have you faced in reconciling your LGBTQI+ identity and your religious beliefs?
 - What advice do you have for other religious LGBTQI+ people?
- **An LGBTQI+-affirming religious leader**
 - Tell us about your journey to welcoming LGBTQI+ people within your faith community.
 - What do you believe your religion says about SSOGIE issues?
 - What advice do you have for LGBTQI+ people seeking a religious community?

EPISODE EXAMPLES:

- [Compassion-Centred Islam with Muhsin Hendricks](#) (Bareback Stories, 2020)
- [An Imam, a Bishop, and the Rumour that Started it All](#) (AfroQueer Podcast, 2018)
- [Out Loud: LGBT Stories of Faith](#) (Greg Thompson Media, 2020)
- [L'Homosexualité et les Religions](#) (Jeuniafrica, 2018)
- [Entre Religion et Homosexualité](#) (Jeuniafrica, 2016)

ADDITIONAL RESOURCES:

- [Covering Sexual and Gender Minorities & Religion in Sub-Saharan Africa](#) (Taboom Media, 2020)
- [Brief Biblical Case for LGBTQ Inclusion](#) (The Reformation Project, 2020)
- [Faith Positions on LGBTQ Issues](#) (Human Rights Campaign, 2018)
- [The Bible and Homosexuality](#) (Inclusive & Affirming Ministries, 2015)
- [A mapping on sexuality, human rights and the role of religious leaders: exploring the potential for dialogue](#) (Hivos, 2018)

APPENDIX A

RISK ASSESSMENT AND MANAGEMENT TABLE

	Risk	Who might it affect? (Podcast team members, sources interviewed, audience, wider queer community, etc. List as many as necessary.)	Impact (low/medium/high)	Likelihood (low/medium/high)
Example 1	Rejection from family	Radio team, people interviewed, audience	HIGH	MEDIUM
Example 2	Police arrest	People interviewed (sex workers if sex work is illegal in your country, for example)	HIGH	LOW

<i>Risk owner</i> (Who is in charge of monitoring and managing this risk?)	<i>Management</i> (How will the risk be monitored and managed?)
Entire radio team	(Decide what information you will share about team members and people interviewed. Address the issue of family rejection in a show episode. Consider choosing a name for your show that doesn't include LGBTQI+ terminology (for audience protection).
The reporter producing this story	Research local laws. Obtain informed consent from sources. Anonymize the interview (change source name, reenact the interview, distort source voice, etc.). Alert affiliated civil society groups/ally networks and discuss with human rights lawyers before broadcasting the story.

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