



## Strategy #8 – Change through Information Campaigns Listening Guide

*Information campaigns are a means of educating the public about, and mobilizing them around, issues. The message and the means of communication vary widely, but the ultimate goal is to persuade a mass audience to believe in and act upon a particular position. These are the voices of people who sought to promote change through information campaigns. Please review the quotations and answer the questions below.*

	Tenzin Dorjee, China	Byambajav Amarbayar, Mongolia	Gregorz Surdy, Poland
What means of communication were used?			
What challenges were confronted?			
What was the goal of the campaign?			
How was democracy promoted?			

*For further discussion:*

Why do some governments try to restrict access to information?

How do the internet and social media websites help facilitate informational campaigns?

Provide an example of another country that has limited freedom of expression.

## Change through Information Campaigns Quotations

### **Tenzin Dorjee, China**

A team of us including five people, we went to China then we went to Tibet and in Tibet we put together all the banners and the equipment we would need and we eventually did that protest at the base camp we sang the Tibetan national anthem and unfurled this banner that says “One world, One dream, Free Tibet” and within, within 20 minutes we were arrested by the border guards, security and you know 20 minutes to us at that time 20 minutes seemed like a long time because we were able to do our protest, record it on video and transmit everything live to New York you know, and then from here these videos went on YouTube and became international, well, actually, if you think about it 20 minutes, in a most remote part of the world, you know the Chinese government is able to crack down and kill a protest within 20 minutes, so it’s actually a really short time, and it really shows you how much of control the Chinese government has all over Tibet no matter where you go in Tibet.

**Background:** The Tibetan people have been struggling for independence from China since 1959.

### **Byambajav Amarbayar, Mongolia**

We taped the posters from 2 a.m. till 5 a.m. At that time, we didn’t have glue, so we would boil some adhesives and carry in our coats. The adhesives would freeze in the winter cold, so it was hard to tape. If we posted our posters during the days, the least that would happen to us is we’d have to spend the evening in police quarters. Once we were all done posting, we said “let’s meet in the morning, let’s see what will be the result,” and we all went home. But in the morning, from 6:30 am – 7 am, 80% of the posters were destroyed. For example, all of the posters that were posted from my home to the bus stop were missing. Only in a few places the posters were still up. Who organized it? How did they find out? We had no idea. This was the period of time when we didn’t even tell our family members, not even mothers and fathers, about the posters. One day, my wife came in and said: “One [Communist] party official came to our work today and said that a bunch of young men and students are posting propaganda posters and creating opposition. You all should be careful.” When I said “I am one of those who posted,” she just laughed.

### **Gregorz Surdy, Poland**

I distributed flyers in my dorm. It was one of the biggest distribution points. We knew that we could not hand out flyers directly. We threw them from the roofs of buildings. They fell at the feet of the people who were walking past. They could pick them up and read. We had to carry out such action in rush hours so that a lot of people could come across our flyers. We came up with the idea to hide flyers in a kerchief. We tied a lace to its corners and lit the fuse. When it burnt off the corners were released and flyers fell out. The lace burnt very slowly so we had enough time to go down. We sat on a bench and watched the militia running to stop flyers from spreading. I remember that I hung such a kerchief near “Ochota” Theatre. It was to open after 10 minutes but I miscalculated and it opened after 45 minutes. I wanted to go up and check why it wouldn’t open but I was afraid that I would be up when it opened and I would be caught red-handed. My friends built catapults from springs and shot the package full

of flyers at a distance of a few dozen meters. It opened in the air and flyers got out. They floated in the air and then fell slowly down. People reacted differently to such actions. Some ran away, others collected flyers. Officers of the militia were confused not knowing what to do - collect flyers or chase people who collected them. I remember that in April we managed to spread a few thousand flyers. We waged our war with Communism and we did our share.