



Movement Media Principles

These six principles were developed by Media Mobilizing Project over many years. They are meant to act as a guide in the process of planning, executing and sharing movement media stories. Like all things built through collective struggle, they are a work in progress.

1. Lift up the fight, not just the plight

Highlight people's dignity and agency, show how they're coming together, and show what they are doing to change their situation.

2. Focus on the common humanity of our struggles

Disrupt divisive narratives, myths and stereotypes.

3. Tell stories that we can all see ourselves in

Connect individual experiences to the general needs and interests of our society.

4. Communicate a vision for a better future

Our stories should project beyond immediate wins and losses, and serve to build power for the long term.

5. Aim for building community

Our stories are strongest when they are told collectively, and are rooted in organized communities.

6. Expose power, show root causes and provide context

Show the structures and methods used to attack and divide us.