

Ten Ideas for Sparking Action in Your Town

Whether you are responding to a hate incident or working to prevent divisions, this guide provides real-life examples of successful grassroots efforts in the Not In Our Town movement. This guide works as a companion to the "Not In Our Town Quick Start Guide: How to Start a Campaign."

1. Gather Your Neighbors at Public Events Host or participate in a pro-diversity event featuring speakers from divergent parts of the community in a local gathering spot. Be creative with your ideas. You can stage a play or host a spoken word event to encourage participation and interest.



NIOT ACTION:

Marshalltown, IA Launches Not In Our Town Campaign

Public events are central to Not In Our Town's anti-hate/pro-inclusion message. In Marshalltown, IA, the local newspaper initiated an inspiring, proactive citywide anti-bullying campaign that involves all leading institutions in the community. The kickoff took place at the county courthouse with hundreds in attendance, all wearing orange Not In Our Town T-shirts. It was followed by a Not In Our Town float at an annual cultural festival and an "Orange Out" NIOT rally at the high school football game.

http://www.niot.org/blog/marshalltown-ia-launches-not-our-town-campaign

Adams Unity Coalition Responds to Hate

When the Aryan Nations hate group came to town to hold a rally at the historic Gettysburg, PA battlefield where Abraham Lincoln delivered his most stirring defense of American democracy, the Adams Unity Coalition gathered to speak out against hate. This community coalition came together to hold their own peaceful rally across town that celebrated and embraced the diversity in their community. http://www.niot.org/niot-video/adams-unity-coalition-responds-hate

2. Make a Pledge to Stand Against Hate & Bullying

Pledges and petitions are a great way to garner larger community support. Groups should develop an inclusive message and seek signatures in public spaces and public events.



NIOT ACTION: Sample Pledges

At NIOT.org you can download successful pledges from Bloomington, IL, Paducah, KY, Fort Collins, CO and Marshalltown, IA and adapt them for your town.

http://www.niot.org/action-hub/kit/sample-pledges

Countering Hate Messages

When the Ku Klux Klan announced they would rally in Kokomo, IN, civic leaders decided to respond. The local newspaper organized a petition for tolerance, and on the day the Klan rallied, hundreds of citizens gathered across town for a Unity rally.

http://www.niot.org/niot-video/countering-klan

3. Involve Students in Anti-Bullying Campaigns

Not In Our Town has a robust school program called Not In Our School. Many successful NIOT coalitions work with and support their local schools' anti-bullying efforts.



Not In Our School

The Not In Our School website has more than 50 short videos, lesson plans, activity guides and resources to be used in classrooms. http://www.niot.org/nios

NIOT ACTION:

Lancaster, CA: A City Unites to End School Bullying

Student actions to stop bullying across their district inspired the support of elected officials, local businesses and concerned citizens. http://www.niot.org/nios-video/lancaster-ca-city-unites-end-school-bullying



Tomorrow's Leaders in the Fight Against Hate

The Bloomington-Normal, IL NIOT Group involves students and parents at the beginning of each school year.

http://www.niot.org/action-hub/local-lessons/tomorrows-leaders-fight-against-hate

NIOT Princeton Honors Middle and High School Students Annually with Unity Awards

http://www.niot.org/action-hub/local-lessons/group-profile-not-our-town-princeton

4. Use Films and Stories to Engage

Film and video screenings are a powerful way to connect people emotionally and open difficult and important conversations in your community.



NIOT ACTION:

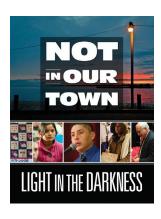
Not In Our Town films

NIOT.org is home to films and more than 100 short videos. Most are free and can be streamed online. Our longer films include guides, sample press releases, event flyers and survey forms. Learn more on the final page of this guide. http://www.niot.org/videos



Tips on Hosting a Screening

http://www.niot.org/action-hub/kit/tips-hosting-not-our-town-screening



Redlands, CA: Light in the Darkness Screening

Not In Our Town: Light in the Darkness has been used in over 300 community screenings across the U.S. The community policing division in Redlands, CA hosted a screening after a double homicide heightened racial tensions in their city.

http://www.niot.org/blog/see-something-say-something-redlands-calif-screens-light-darkness

Here are more examples:

http://www.niot.org/blog/campaign-update-100-screenings-and-more-come

5. Make Your Values Visible Develop a poster, sign, stickers or buttons with an anti-hate/pro-inclusion message to create a visual show of support throughout the community.



NIOT ACTION:

West Virginia: No Place for Hate

Two West Virginia towns found themselves the target of Fred Phelps' Westboro hate group and refused to accept this display of hate in their towns. Westboro announced plans to picket Catholic and Jewish institutions, a local university, and a local mine where more than a dozen miners had recently lost their lives. The community launched itself into action and took out full-page ads in the local paper and distributed signs through the Chamber of Commerce denouncing these displays of hate and intolerance.

http://www.niot.org/action-hub/kit/community-responses-hate-sample-materials-your-town

Find more posters at:

http://www.niot.org/action-hub/kit/not-our-town-posters



A Mom Tells Children Not to Hide from Hate: 10,000 Menorahs

An interview with mother Tammy Schnitzer about how white supremacists threw a brick through her son's window, where he had placed the family menorah. In response, the *Billings Gazette* printed menorahs and asked the community to hang them in their windows. http://www.niot.org/action-hub/local-lessons/tammy-schnitzer

6. Send Signals of Inclusion

Work with the city government, faith and civic leaders to proclaim your values.



NIOT ACTION:

Light in the Darkness: A Proclamation Against Inflammatory Language

After a series of attacks against Latino residents culminated in the murder of Marcelo Lucero, Patchogue, NY Mayor Paul Pontieri and the village trustees passed a resolution banning the use of inflammatory language in public discussions about immigrants. Find Patchogue's proclamation, along with others from San Francisco, CA, Lincoln County, OR, and San Antonio, TX.

http://www.niot.org/action-hub/kit/sample-proclamations

Welcome Signs

After the murder of a transgender teen, Newark, CA decided to affirm its dedication to fostering acceptance and inclusion by unveiling a city plague and banners.

http://www.niot.org/niot-video/welcome-signs

7. Celebrate Diversity to Outshine Hate



confrontation. Instead, host a celebratory event that affirms the positive, diverse nature of your community rather than reacting to and mirroring the negativity of the hate group.

your community. It's especially important not to set up a physical

If a hate group is coming to your town, don't let them divide

NIOT ACTION:

Strategies for When Neo-Nazis Come to Your Town

When Neo-Nazi group The National Socialist Movement showed up in Olympia, WA, community members responded by celebrating diversity and unity in the community.

http://www.niot.org/niot-video/strategies-when-neo-nazis-comeyour-town-0



Gunn High School Sings Away Hate Group

When the Westboro hate group announced they would picket Bay Area schools and Jewish institutions, students at Palo Alto's Gunn High School decided they could not remain silent.

http://www.niot.org/niot-video/gunn-high-school-sings-away-hate-group

Find even more creative community responses at: http://www.niot.org/action-hub/local-lessons/community-responses-hate-groups-videos

8. Work with Arts & Media Organizations

Media outlets and arts organizations can be powerful allies in the fight against hate. Media can help spread your message and arts organizations can help find creative ways to present your mission and inspire people to action.



NIOT ACTION:

Engaging Media in the Fight Against Hate

Examples of how the media has engaged with Not In Our Town efforts across the country.

 $\frac{\text{http://www.niot.org/action-hub/local-lessons/engaging-media-fight-against-hate}}{\text{against-hate}}$

A local news paper chronicles Not In Our Town issues in their community: http://www.timesrepublican.com/page/category.detail/nav/5165/Not-In-Our-Town.html

Nashville Public Television's 10 Days of Peace

How one public television station held events to promote diversity and inclusion on the 10-year anniversary of the Sept. 11 attacks. http://www.niot.org/blog/nashville-public-televisions-10-days-peace-features-light-darkness

More examples of how public media stations have developed their own local coverage: http://www.niot.org/lightinthedarkness/publicmedia



Public Art as an Avenue for Respect and Social Justice

After the murder of a local immigrant, a town uses public art to reflect feelings and attitudes about the murder and to create a positive and hopeful message for the future.

 $\frac{\text{http://www.niot.org/nios/lesson/activity-guide-public-art-avenue-respect-and-social-justice}$

9. Be Persistent and Keep it Going

Addressing hate is not a one-time event. Gather with your neighbors on a regular basis to discuss and address the issues in your town. And don't forget to celebrate!

NIOT ACTION:

A Novel Approach to Talking About Diversity

The Fort Collins Not In Our Town Alliance (NIOTA) created a book club to bring community members together to discuss issues of acceptance, diversity, and inclusion. NIOTA also writes a regular column in the local newspaper.

http://www.niot.org/niot-video/novel-approach-talking-about-diversity



Community Photo

Led by Not In Our Town Billings, residents of Billings, MT gathered in freezing temperatures for its first and largest community photo. The community photo, along with the Summit on Hate, are two of the group's annual events. http://www.niot.org/blog/martin-luther-king-jrs-dream-reflected-billings-community

Don't forget to document and publicize your efforts so the ideas can spread and help recruit new community members. Take photos, film interviews, write articles and collect materials to share with the Not In Our Town community around the world. Email items to web@niot.org for inclusion on http://www.niot.org.

10. Share Your Story & Connect

Map your story here: http://www.niot.org/map. On NIOT.org, you can share your successes, challenges, and your town's story and connect and learn from others.

Contact Not In Our Town Need help setting up your campaign? Want to connect with other leaders who have done this work? Contact Not In Our Town at info@niot.org.

Join our growing network:

facebook.com/notinourtown twitter.com/notinourtown bit.ly/niotnews





Start Dialogue with a Not In Our Town Film

Not In Our Town: Billings

The residents of Billings, Montana join together when their neighbors are threatened by white supremacists. Townspeople of all races and religions swiftly move into action in this critically acclaimed documentary that sparked a national movement against hate and intolerance. Includes discussion guide. http://www.niot.org/niot-video/not-our-town-billings-montana-0

Not In Our Town II

Five stories of community responses to hate. Segments can be screened separately.

- The Ku Klux Klan announces a recruitment rally in Kokomo, Indiana and the community responds.
- Three white servicemen are found guilty of murdering two young African-Americans in North Carolina.
- In Novato, California, grocery clerks chase down a knife-wielding assailant who has attacked a man of Asian descent.
- State Social Service Department employees establish a "Not In Our Agency" education campaign.
- More than 500 residents of Bloomington/Normal, Illinois march to protest church burnings.

Includes discussion guide.

http://www.niot.org/action-hub/kit/not-our-town-ii-video-viewing-and-discussion-guide

Not In Our Town Northern California: When Hate Happens Here

When Hate Happens Here looks at five communities confronted by hate. Segments can be screened separately.

- After a transgender teen is killed by local youth in the suburban community of Newark, high school students, residents and civic leaders struggle with how to deal with a brutal and preventable crime.
- Sacramento mobilizes after the worst anti-Semitic attacks in the California capital's history.
- Redding citizens find new strength in diversity after a prominent gay couple is murdered.

- The San Francisco Public Library turns the mutilation of gay-themed books into an opportunity for creative community action.
- The residents of the Shasta County town of Anderson join forces to make their values clear when a cross is burned on an African-American family's lawn.

Includes Educator Guide.

http://www.niot.org/action-hub/kit/not-our-town-northern-california-educator-guide

Light in the Darkness

A series of attacks against Latino residents of Patchogue, New York culminate in the murder of Marcelo Lucero, an Ecuadorian immigrant who had lived in the Long Island village for 13 years. Over a two-year period, the story follows Patchogue Mayor Paul Pontieri, the victim's brother, Joselo Lucero, and everyday Patchogue residents as they address the underlying causes of the violence, heal divisions, and begin taking steps to ensure everyone in their village will be safe and respected.

Two versions available: 27 minutes and 60 minutes. Includes screening and discussion guides, sample press releases, event flyers and survey forms. http://www.niot.org/lightinthedarkness

Class Actions

Class Actions profiles three communities where students are creating change in the wake of racism, anti-Semitism, and the traumatic consequences of bullying. Segments can be screened separately.

- •In the heart of the South, students at the University of Mississippi question whether traditions tied to the Confederacy and segregation continue to belong on their campus.
- •As Indiana University students celebrate the holiday season, the sense of calm is shattered by a series of attacks against Jewish institutions.
- •On the edge of the Mojave Desert in California, educators, political leaders, and students face the dangers of bullying after teen suicides devastate two nearby towns.

Includes screening and discussion guides, sample press releases, event flyers and survey forms.

http://www.niot.org/classactions

Short films: 1-10 minutes

http://www.niot.org/videos

NIOT.org is home to films and more than 100 short videos. Most are free and can be streamed online. Searchable by category. Highlights include "Wear a Hijab Day," "Students Map Bully Zones to Create a Safer School," "New Immigrants Share Their Stories," and "Oak Creek Gathers After Hate Crime Killings."

Tips for Hosting a Screening:

http://www.niot.org/action-hub/kit/tips-hosting-not-our-town-screening





