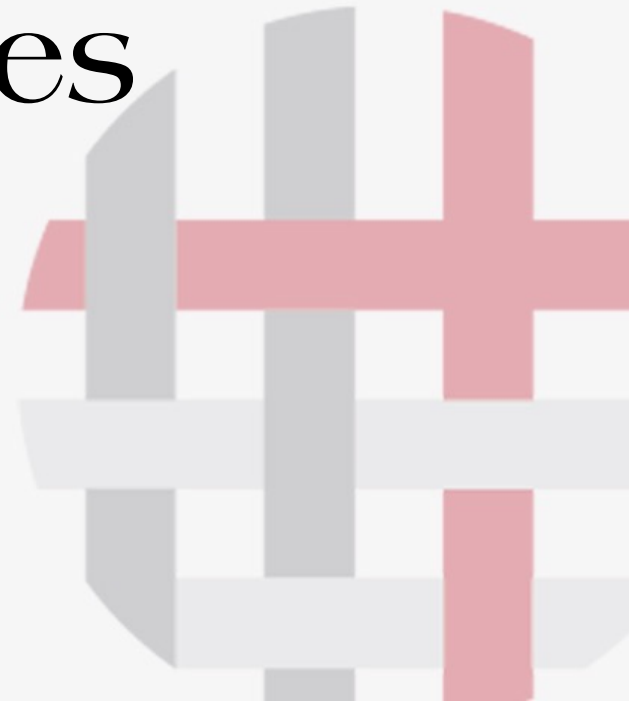
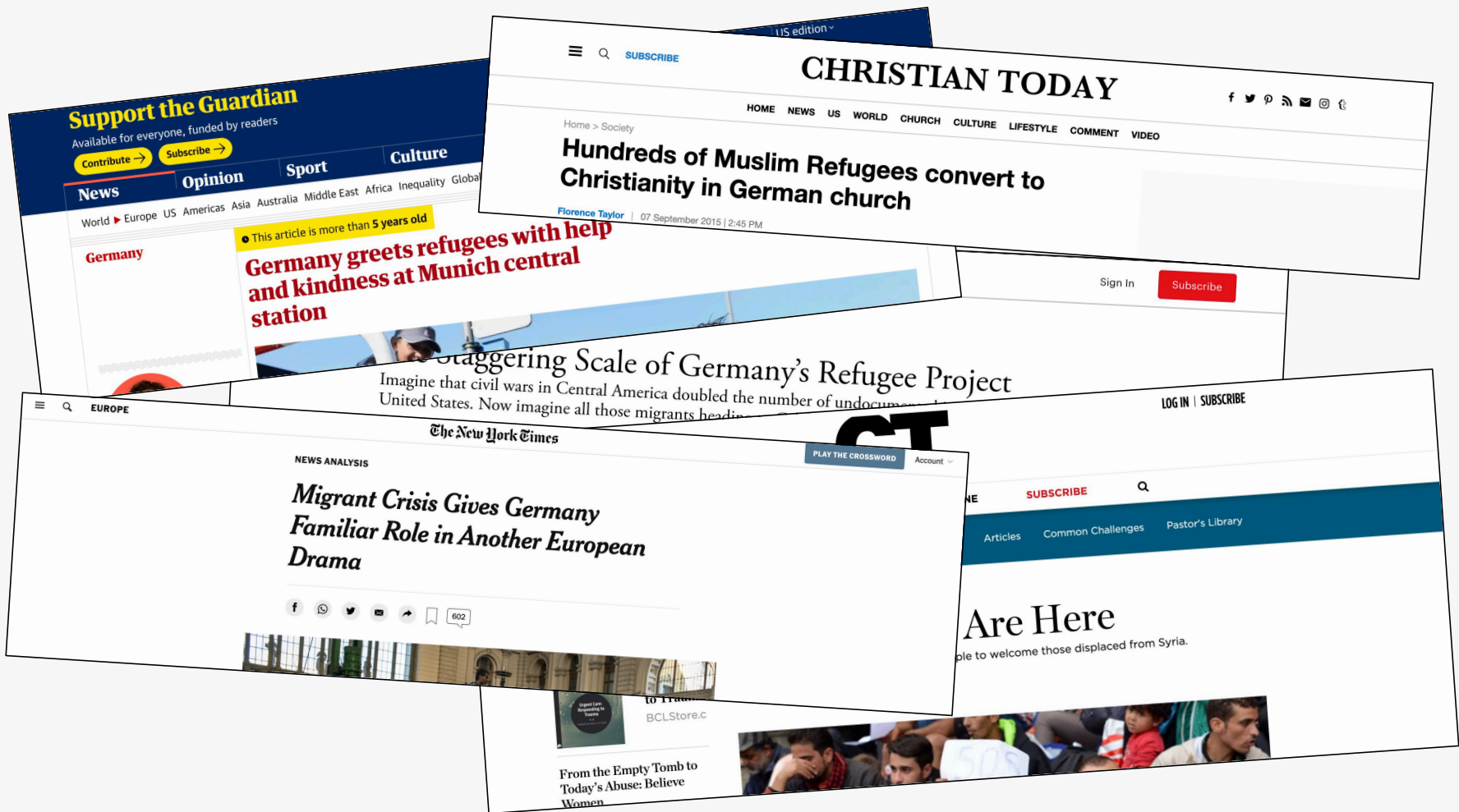


How to Tell Dangerous Stories

Safely Sharing Sensitive
Information in Public Media

Presented by Heather Pubols
Le Motif Founder and Communications Consultant
www.lemotif.org





Someone did something...
...among some people
...in some country



If it's dangerous...
...should you try?
...will it be worth it?



Overview

- Why is it worth it to try?
- How do you do it?
- Case studies



Why is it worth
it to try?



Embarrassment

Project closing

Isolation

Danger!

Expulsion

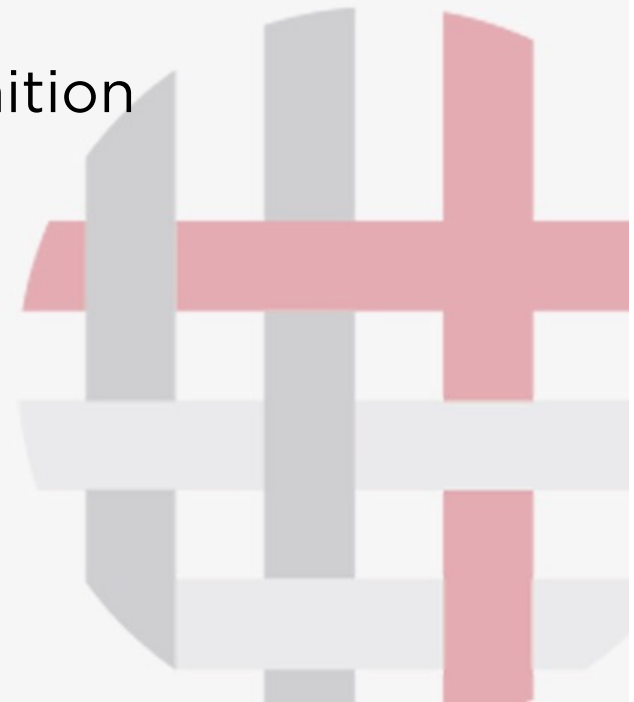
Life threatened

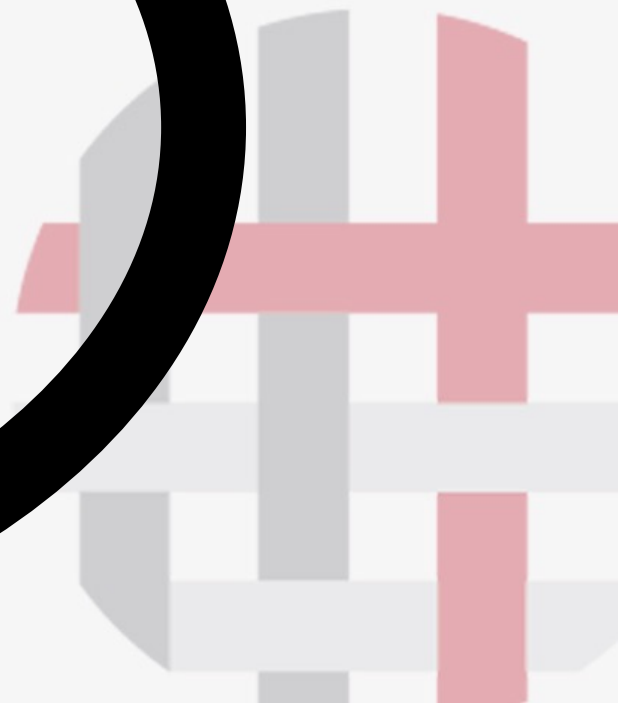
Death



Exposure

- Key word searches on search engines
- Image searches, particularly facial recognition
- Future search of sound



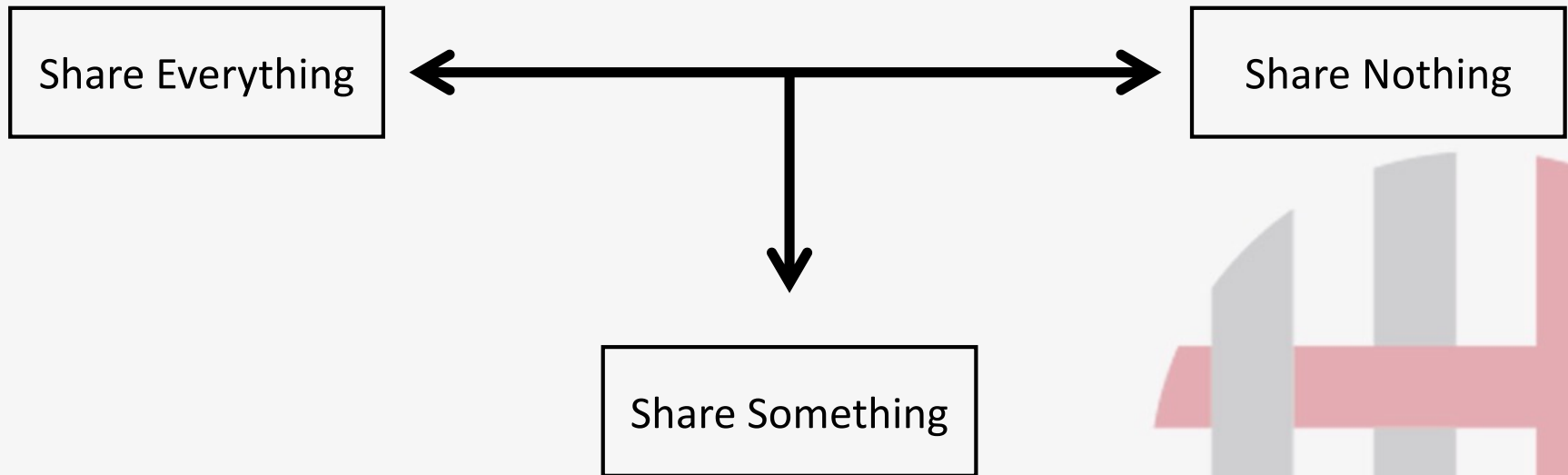


Warning!

Friendly fire!



Stuck in a dilemma





Silence
is risky!



Someone else will
tell your story.
**You may not like
how they do it.**



Ignorant allies, curious
reporters, and angry
detractors

Can harm you!



“It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you’ll do things differently.”

— *Warren Buffet*





Reputation Damage



When you put
in the effort,
**you get to tell
your story!**



Everyone doesn't need to
know everything,
**but everyone should
know something.**



How do you do it?



“I am sending you out like sheep among wolves. Therefore be as shrewd as snakes and as innocent as doves. ”

— *Matthew 10:16, NIV*





How to do it

- Starting points
- Wide-view approaches
- Framing
- Case studies



Research & Relationships



Research



Issue discovery

Location	Gov. Restrictions	Cultural Prohibitions	Civil Unrest/ Criminal Activity
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Issue discovery

Location	Gov. Restrictions	Cultural Prohibitions	Civil Unrest/ Criminal Activity
Kenya	Religious Freedom	Some people groups expect uniform faith adherence	Religious oriented terrorist activity in some areas
China	Religious freedom is restricted	Christianity can be seen as foreign	Not a significant hinderance

More research

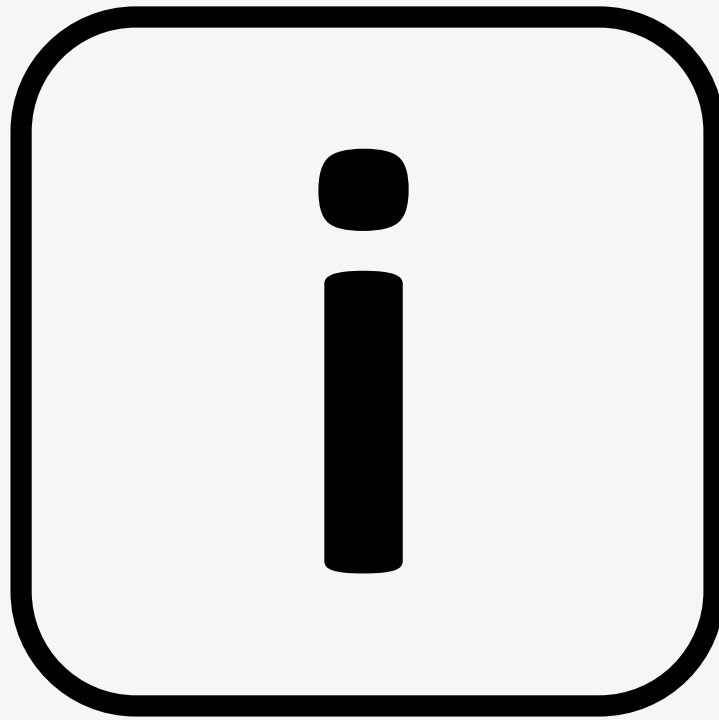
- Public information
- Christian history



Relationships



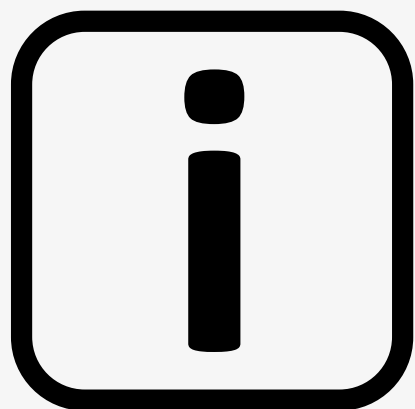
Public information



History



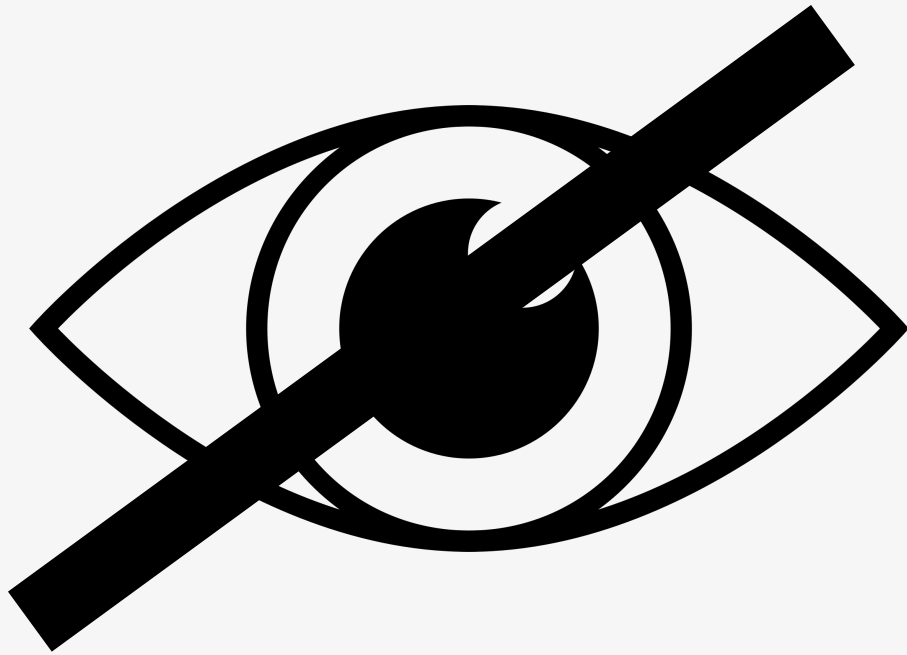
Public Information & History



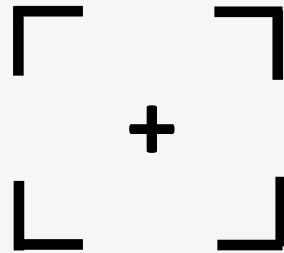
What if you want to
feature something
more specific?



Omission



Framing



Framing

Locations

Faces

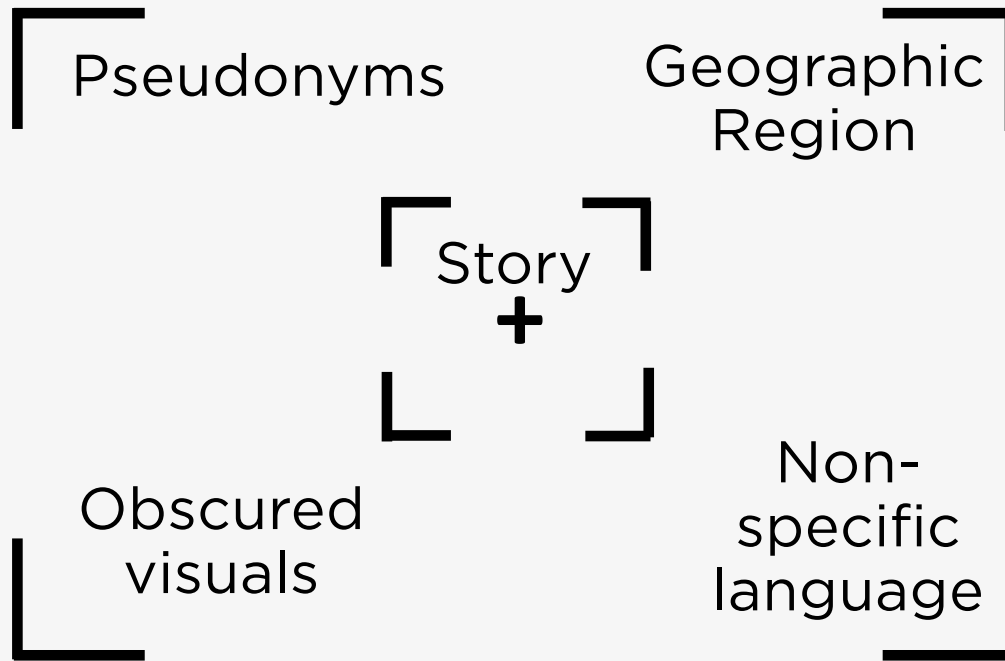
Names

Story
+

Identifying Features



Framing



Framing



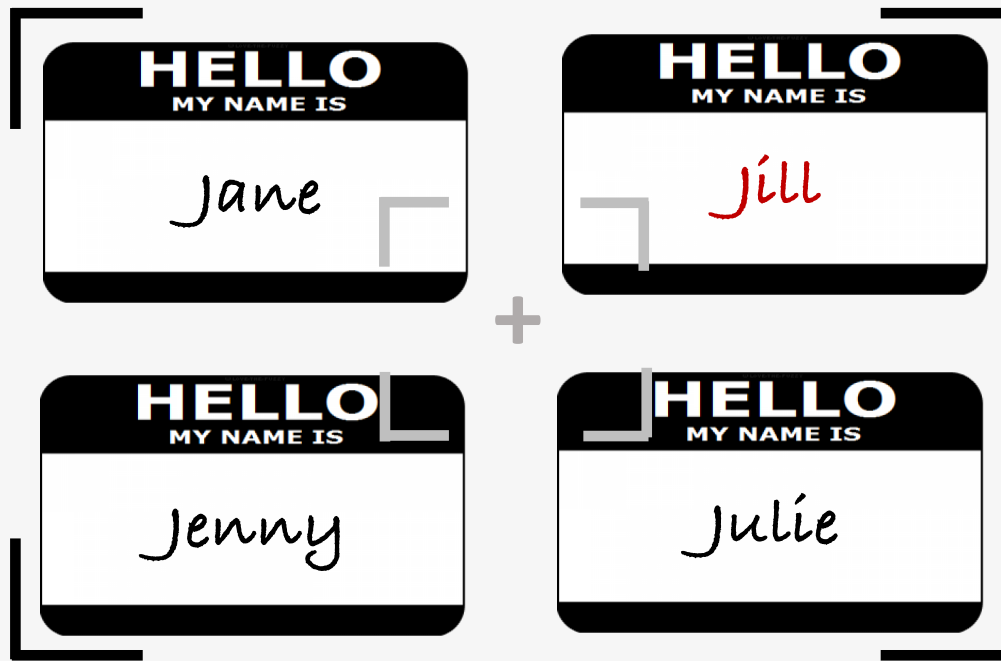
Framing



Zoom in to
first name



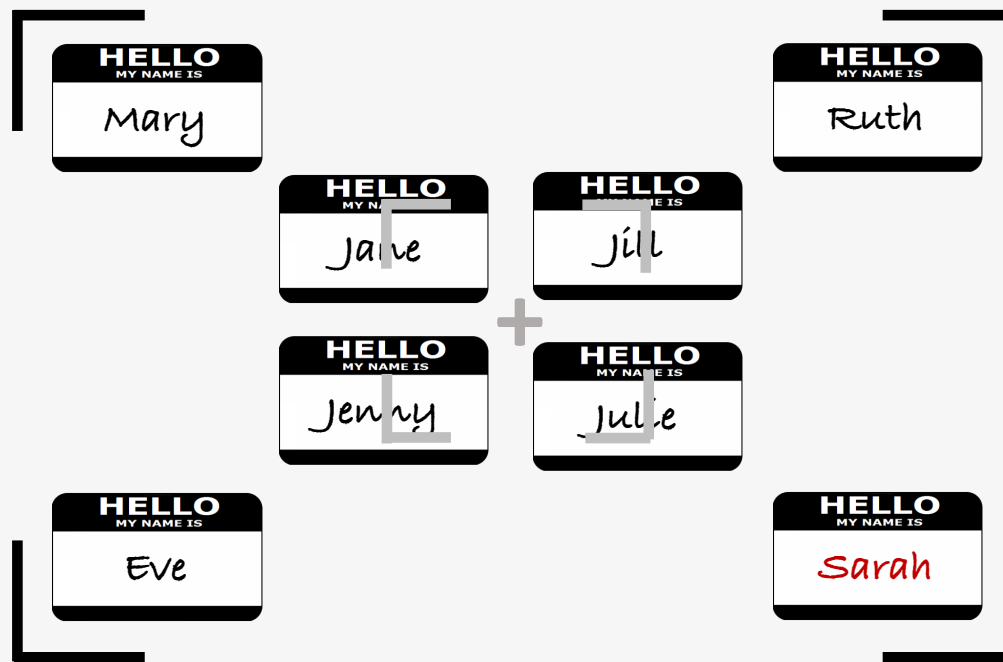
Framing



Zoom out to
similar names



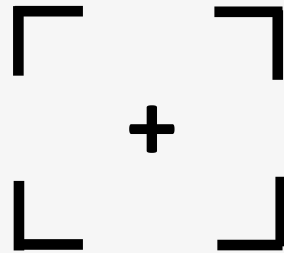
Framing



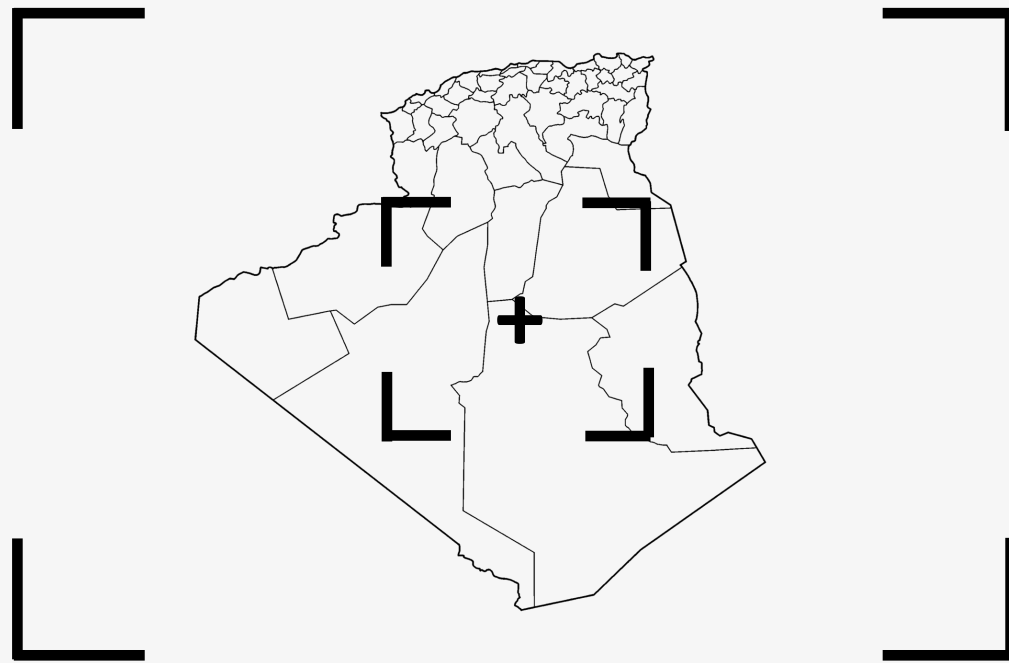
Zoom out to
other names



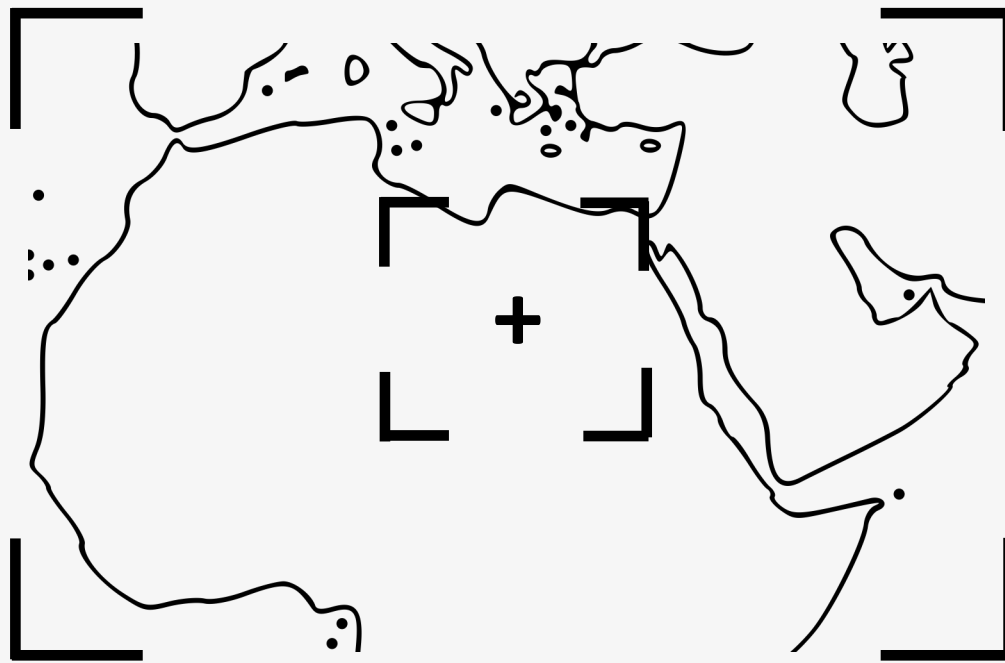
Framing



Framing



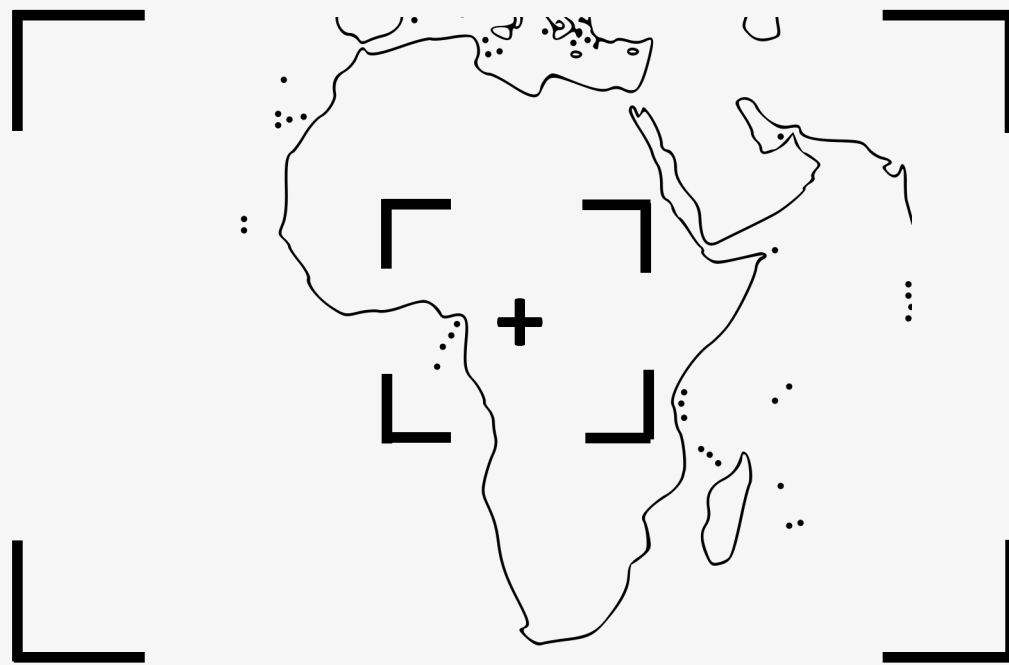
Framing



Zoom out
to region



Framing



Zoom out
to continent



Framing

┌ Pseudonym

┌ Story
+
└

└

People Group
Name

┌

└



Framing

Islam

Hinduism

Buddhism

「Majority religion」

「Story」
+



Framing

Islam

Hinduism

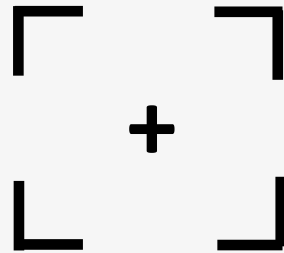
Buddhism

「Major world faith」

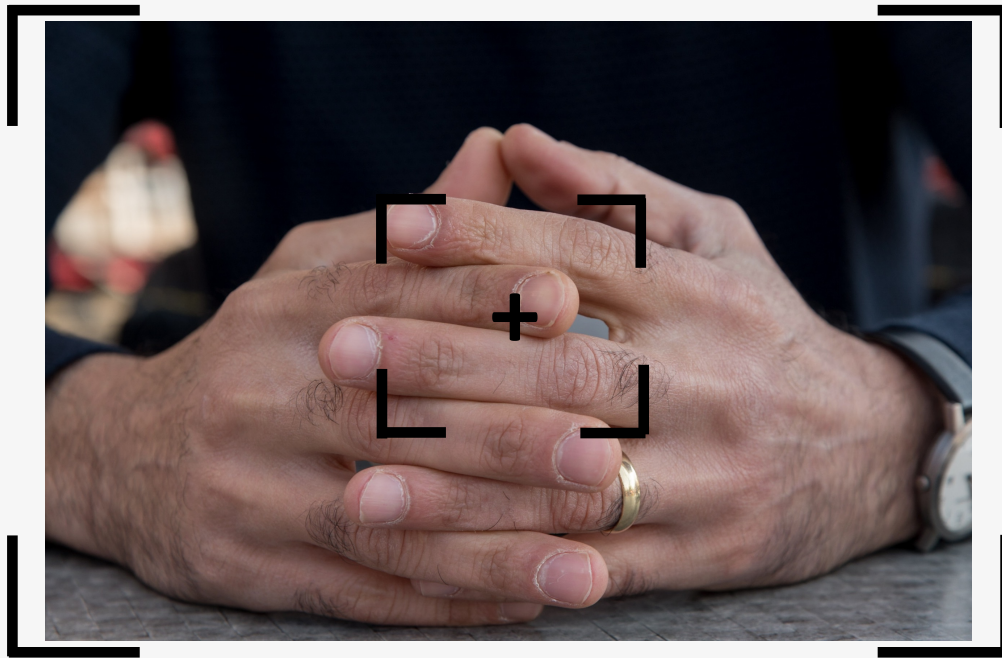
「Story」
+



Framing



Framing



Zoom in
very close



Framing



Zoom out
very far



Framing



View from
above



Framing



View from
behind



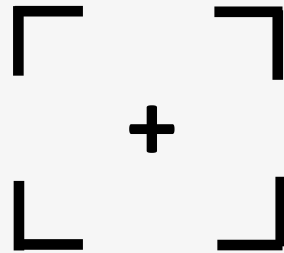
Framing



Use an
illustration



Framing



Framing



Zoom in
close on
objects



Framing



Zoom out far
for landscapes



Case studies



Case Study 1: From Atheism to Bible Translation

Reza's Story













[https://wycliffenewsnetwork.
exposure.co/from-atheism-to-
bible-translation](https://wycliffenewsnetwork.exposure.co/from-atheism-to-bible-translation)



What did you notice?

Respond in the chat.



Case Study 2: Walking in Shadow

*A glimpse into the life of
coastal African Muslims*





<https://vimeo.com/6678962>



What did you notice?

Respond in the chat.



Case Study 3: Finding Jesus

Inspiring Image





What did you notice?

Respond in the chat.



Case Study 4: Following God's Call

Ruth's Story













<https://lemotif.org/stories/>



What did you notice?

Respond in the chat.



Case Study 5: I Against My Brother

A Somali Story
(www.somalistory.com)



i against my brother

www.iagainstmybrother.com

*i don't feel you are alone
but i want to be your only one*

<http://somalistory.com>



What did you notice?

Respond in the chat.



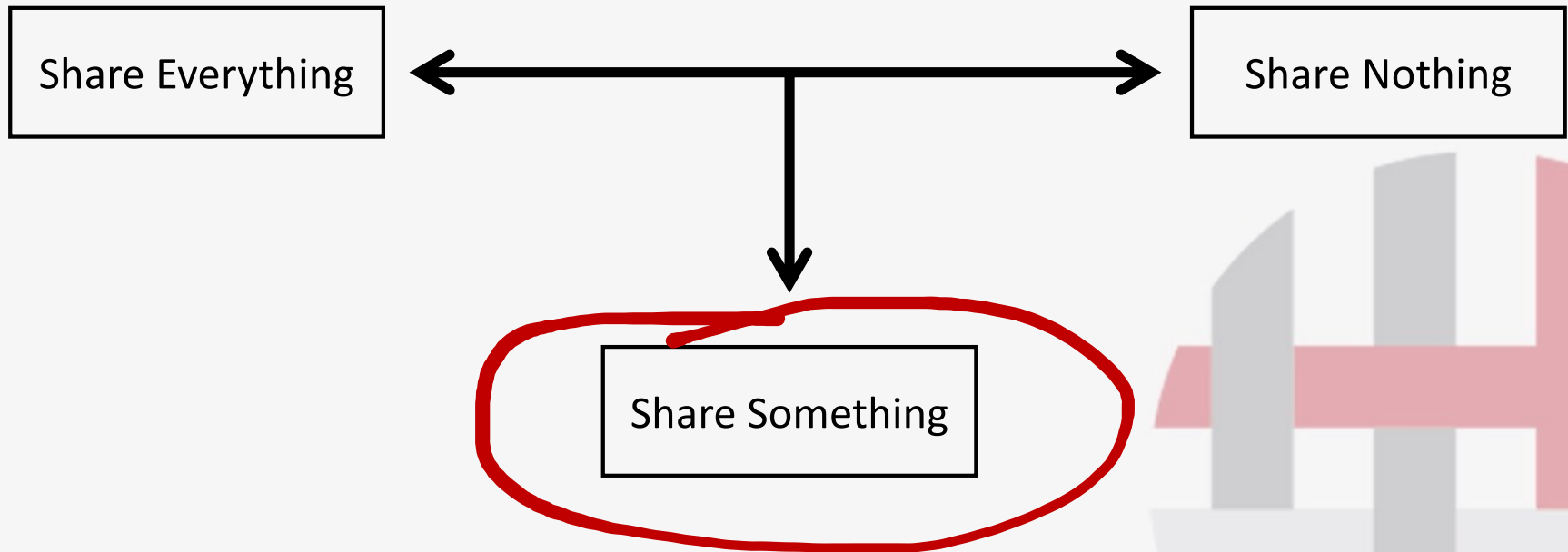
Telling dangerous
stories is **possible!**



Review

- Why is it worth it to try?
- How do you do it?
- Case studies

No more dilemma!



Thank you!



Questions?

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heather@lemotif.org

