

"We are just asking for the same equity everyone else has."



## Changing the Narrative About First Nations - Australia

*A half-hour episode from Words to Win By*

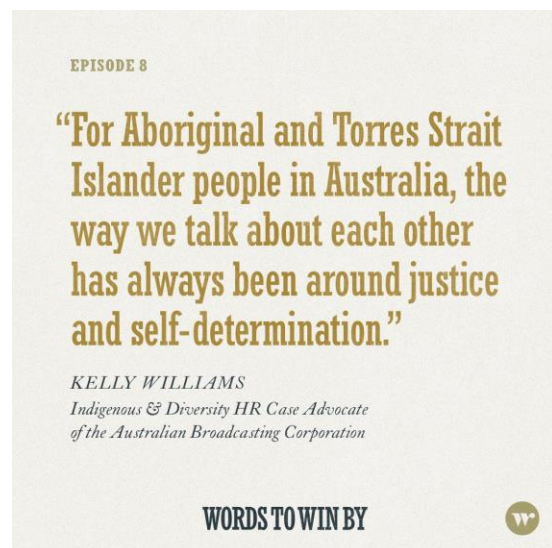
### ***Changing the Narrative About First***

***Nations – Australia***" details the efforts of the First Nations community to build out a messaging fellowship to fight for First Nation sovereignty and land rights, and to re-frame the narrative of "Australia Day."

On January 26, this official national day marks the landing of a British fleet on the island. For the average Australian, it's a summer holiday for barbecue and beers with friends. For aboriginal communities it marks invasion and the onset of genocide.

Starting in 2019, Aboriginal and Torres Strait Islander advocates began an ambitious two year effort to flip the script on sovereignty, self-determination and justice for First Nations. Now, after comprehensive communications training and robust messaging research, campaigners are making new gains on land rights and tackling damage to the climate.

NV1 is offering this 29:30 minute special from *Words to Win By*. The program takes listeners on a journey around the globe with renowned communications researcher and campaign advisor Anat Shenker-Osorio as she unpacks real-world narrative shifts that led to real-world victories.



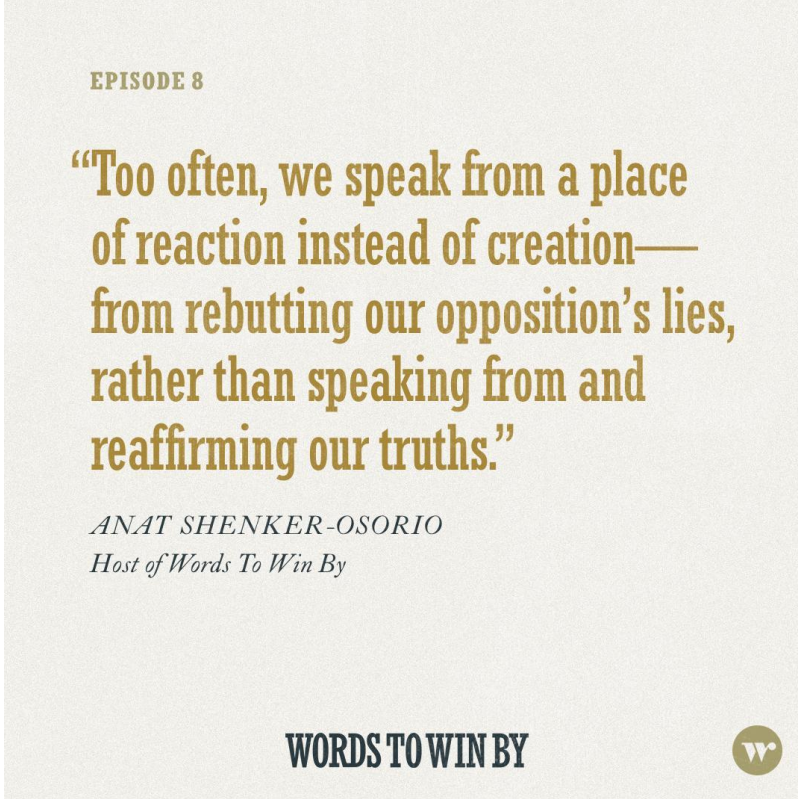
Host of the *Words to Win By*, Anat Shenker–Osorio, examines why certain messages falter where others deliver. She has led research for new messaging on issues ranging from freedom to join together in union to clean energy and from immigrant rights to reforming criminal justice. Anat's original approach has led to progressive electoral and policy victories across the globe.

**\*\*\*PLEASE NOTE: Please do not use the term indigenous when referring to the Aboriginal and Torres Strait Islander people or in any reference in marketing related to this episode. Additionally, please note that the January 26th holiday known to some in Australia as “Australia Day” should be referred to as Invasion Day.**

For more info, contact Nola Daves Moses at [nola@nv1.org](mailto:nola@nv1.org) or 505-999-2403

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EPISODE 8

**“Too often, we speak from a place of reaction instead of creation— from rebutting our opposition’s lies, rather than speaking from and reaffirming our truths.”**

*ANAT SHENKER-OSORIO*  
*Host of Words To Win By*

**WORDS TO WIN BY**



## Distribution Information

*Program Specials are offered to your station  
for free.*

Total Running Time: 29:30

Start Air Date: January 19, 2022

*PRSS ContentDepot: Changing the Narrative  
About First Nations– Australia*



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