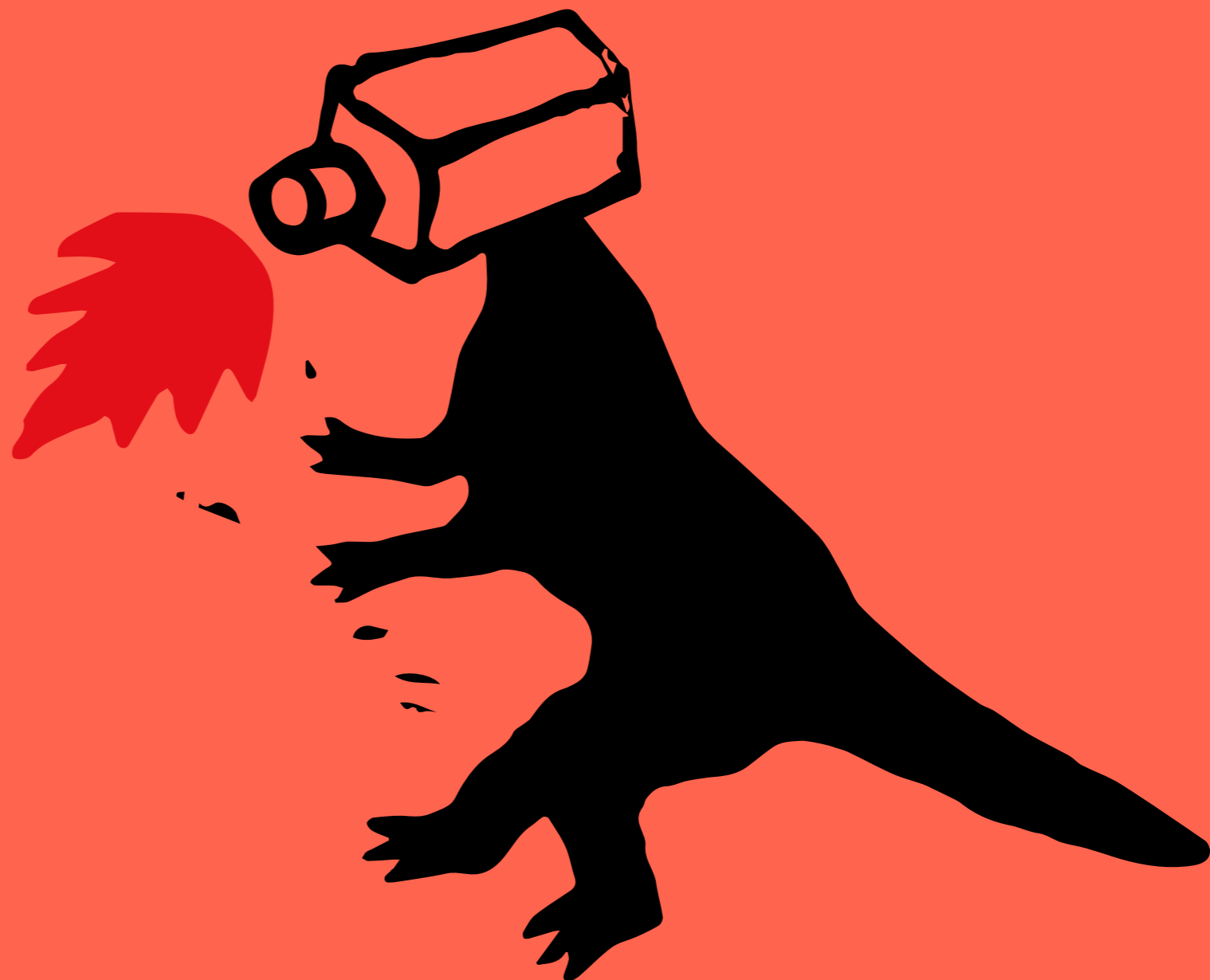


# BIG BROTHER AWARDS

**BIG** BROTHER AWARDS



## TIPS & TRICKS

To start organising a Big Brother Awards in your country could be easy and fun. It could be a powerful tool for spreading information about your other activities too.

Whole process of BBA might consist of full blown information campaign about privacy issues, press conferences, workshops and of course main public event with professional moderator, brass band and celebrities on red carpet.

Or you can just focus on main core of BBA itself, to raise awareness about privacy and security of personal data in your community.

It all depend on available resources. However, bigger budget doesn't always means bigger impact of your activities in public space. Small, but focus group of activist with little, or no budget at all, could be very effective. So, don't worry, we have some useful tips for smooth and successful start of your campaign!



**BIG BROTHER  
AWARDS**



## 1. Gather around information, friends and resources

When you decide, to start a BBA in your country, is useful to first check out, what is your actual possibilities and limits. Do you have active friends with similar viewpoints on issue? Do you know any friendly journalist around, who could help you dealing with media? Are you with NGO, which looks for a new fresh ideas? Great, you don't have to start barehanded! Have a few meetings, set a platform to communicate ideas, start to discuss and gather information about privacy flaws in your country and worldwide. Contact lawyers, IT experts, data freaks, activist, hackers etc. in your area, you could ask them to join, they maybe want be part of BBA jury. Also ask a general public to participate, for example you could set up a website or social media page, mobile app, where people could send you a tips and nominate their Big Brothers, spread a word around, your friends, family, co-workers, volunteers, might help you with sharing information.

**"We ask people, authorities, friends, journalists, hackerspaces, organisations etc. for nominations via email newsletter, Twitter, website etc. Therefore we have online form..."**

### ***Big Brother Awards Germany***

It's probably better to address wider communities, cross your social boundaries, people outside of your bubble could have a different views and ideas about privacy and data protection issues, don't stay closed in your lawyers, activist, IT... ghettos. Be active, do not let people who are willing to help you, to slip back into oblivion, encourage, try to build up a living community around your agenda. Get in contact with other Digital Right groups, don't be afraid to ask them for their experiences.



## 2. Process data and find out who is a biggest villain

Hopefully you didn't give up, before your first Big Brother Awards event, it could be tough to stay in focus sometimes! When your objective, to get enough nominees for annual BBA is successful, then it's good to set up a procedure, how and who should find out who is a best (worst) nominee to be awarded with Big Brother golden statuette.

We recommended that process of choosing of the best BBA candidates, should be a transparent and easy to understand as possible. Your credibility, transparency and moral ground you are standing on is a keystone of a success for whole event, even for any activities you will like to present under the BBA banner in future! You better double check all the information you get about all possible nominees, verify all information you probably getting from different kind of sources, if they are credible enough to be used in the campaign. You could set up a jury, or board of experts, who will choose a winners of BBA. It helps, if they are respectable in their field of activities, they could be somewhat controversial maybe, but their credibility shouldn't be questioned, because, they could become under media attack by corporations or government agencies, who will surely not agree with awarded Big Brother. You also might ask general public to decide about BBA winners, by online vote perhaps, but this kind of open online surveys could be questioned as "possibly rigged", it could be hard to set it up securely and transparently enough.

**"....we developed a process during which we choose a theme for the next edition, then we set up a workshop that breaks down the theme for the broad public. ....During these workshops we try to find out what participants would like us to nominate for the next edition. In addition, we cooperate with a group of expert organisation that also nominate one candidate each. Month before the event, broad public can cast their vote online. Nominee with the most votes wins the prize of the public."**

***Big Brother Awards Belgium***



### 3. Spreading the word - media coverage

Concept of Big Brother Awards campaign is basically a watchdog, to raise awareness of general public, journalist, politicians... about constant and increasing pressure on personal privacy. Government, corporations, advertising, IT companies, are trying to breach into any user data using most cutting edge technologies, which are often way ahead before societies rules. So make a positive media image of you endeavour is most essential! It's useful, if you start working on your address book of media contacts, journalist, PR people early on. Put together a good press contacts list and keep it updated. Include list of all TV stations, radio stations, college radios, daily newspapers, independent newsletters, activist blogs, IT magazines... note names of reporters, experts, bloggers, or anyone who cover similar issues. You can send them regularly news about your activities, invite them on your events you might working on, alert if you dig out some interesting stories. Reporters get dozens of various news and press releases every day, so try to catch their attention, with easy to read, something to say approach.

**"What we say and write about our awardees is entertaining: its right to the point, its sometimes funny, its well informed, its new and far sighted."**

#### ***Big Brother Awards Germany***

There are usually few journalist around, even in corporate media, that find your cause interesting enough and try to listen to your arguments. But be aware and try to control your view of the story, some tabloid media are looking for cheap sensations, so watch out for any misrepresentations of your message which could easily fire back against you. It's great, if you have someone who is skilled speaker as a spoke person in front, who will have a better chances to eliminate any misunderstanding beforehand and spread a message, which all involved in organising BBA are agreed on.



### 3. Spreading the word - media coverage

If you are planning a public event like Big Brother Awards and are hoping for some publicity ahead, it's best to give a press at least two weeks notice, you may want to send a press release to your media contacts, sometimes few phone calls could make big difference too, especially, when everyone is overloaded with text messages and e-mails nowadays. Make your press statement and spoke person ready for everyone interested on issue, interview on national radio or TV might have quite impact. Keep in touch with journalist and reporters regularly, especially, if they are open and fair, or even sympathetic with your intentions, hey, you could even invite them to be a part of BBA jury!

**"...we always try to explain very clearly why we think that something is a bad idea and we try to explain consequences that people or society will face if nothing happens. Arguments are very important."**

***Big Brother Awards Germany***



## 4. Grand finale

Did you already decide how many awards you will hand out? Some give only one main price for biggest privacy invader of the year, some are giving lot in different categories, like Award for long time snooping on citizens, Corporate Big Brother, Government Big Brother, Statement of Big Brother, or you might decide to be a more positive in the end and award activities which helps to protect privacy and digital right. It's maybe fair to inform all BBA "winners" in advance and give them opportunity to make their own statement, sometimes they even announce change of their criticized policies after they realized they be awarded with BBA, it could really make some change right away!

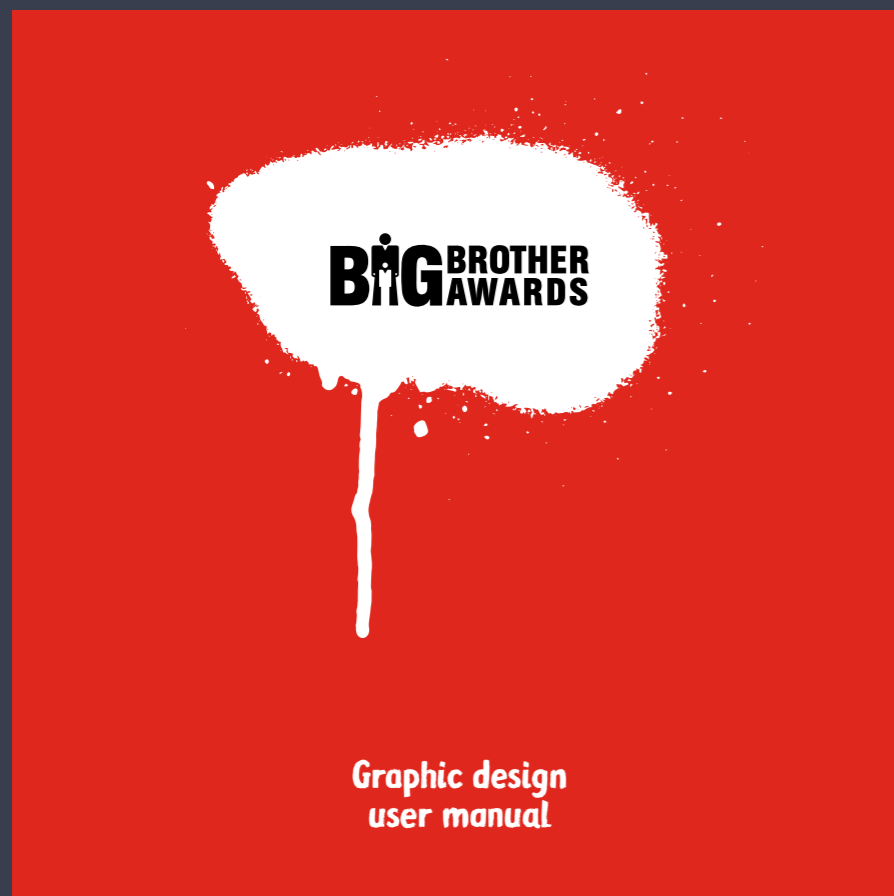
**"it is important to follow your awardees after they got the BBA and to keep press informed. If a company changes behavior for the good after they got an BBA then we communicate this as your success, so that our supporters see what we could achieve together."**

***Big Brother Awards Germany***

You can announce winners on special press conference and have a party for your supporters later, or on big evening gala with all the bells and whistles, it's really depends on your style and budget.

**"Jury vote and select the first 3 nominee, then we announce the first 3 nominee for each prize category, and the invited nominee representative to be present to the assignment ceremony, we ask the people at the ceremony a vote the select the winner of each category during the ceremony, giving to the representative of each category winner, we make an auction to sell uncollected prizes, to get back the money spent for building physical prizes itself."**

***Big Brother Awards Italy***



# FREE GRAPHIC MANUAL AND DESIGNS FOR QUICK START OF YOUR OWN BIG BROTHER AWARDS CAMPAIGN COULD BE DOWNLOADED FROM [IURE.ORG](https://iure.org) WEBSITE

We would like to thank all other BBA organizers for sharing their valuable experiences and suggestions on Big Brothers Awards campaign:

Marco Calamari - Progetto Winston Smith (BBA Italy)

Greet Van Dael - Liga voor mensenrechten (BBA Belgium)

Friedemann Ebel and Kerstin Demuth - Digitalcourage (BBA Germany)

Evelyn Austin - Bits of Freedom (BBA Netherlands)

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