**What is the movement saying about itself?**

* Were there to fulfill the duty of protecting the citizens
* “...have to place themselves between the soldiers to avoid bloodshed” (People Power)
* “Get Marcos out, whatever it takes” (BBC)

**What is the movement saying to the public?**

* “No Filipino really wanted to kill a fellow Filipino, it just wasn’t worth it, Marcos wasn’t worth it” (BBC)
* We are all the people
* “...they are not alone but with us, the enemy can’t advance through the people” (People Power)

**What is the movement saying about the adversary?**

* **“**They ruled together, a very dark and cruel dictatorship” (BBC)
* A tyrant under the guise of a president, a dictatorship under the guise of a democracy

**What is the adversary saying about itself?**

* The only one that can save the country
* Doing all of this for the sake of the people, towards a better future

**What is the adversary saying to the public?**

* We are fighting against terrorists who threaten the wellbeing of the country
* We need your support in order to keep you safe from threats

**What is the adversary saying about the movement?**

* Communists and rebels that want to tear apart the country
* Need to be silenced

**What is one action step to make messaging more effective?**

One action that can make messaging more effective is by using the media, more specifically the newspapers. Newpapers are accessible to everyone, no matter what class or status. Marcos has shut down the newspaper companies. However, unlike the TV stations and the radio stations, that is all he has done. He doesn’t enforce what message is trying to be conveyed, just prevents us from making newspapers. The church already has underground radio stations at their disposal, what’s stopping them from also providing a safe place for the newspapers.