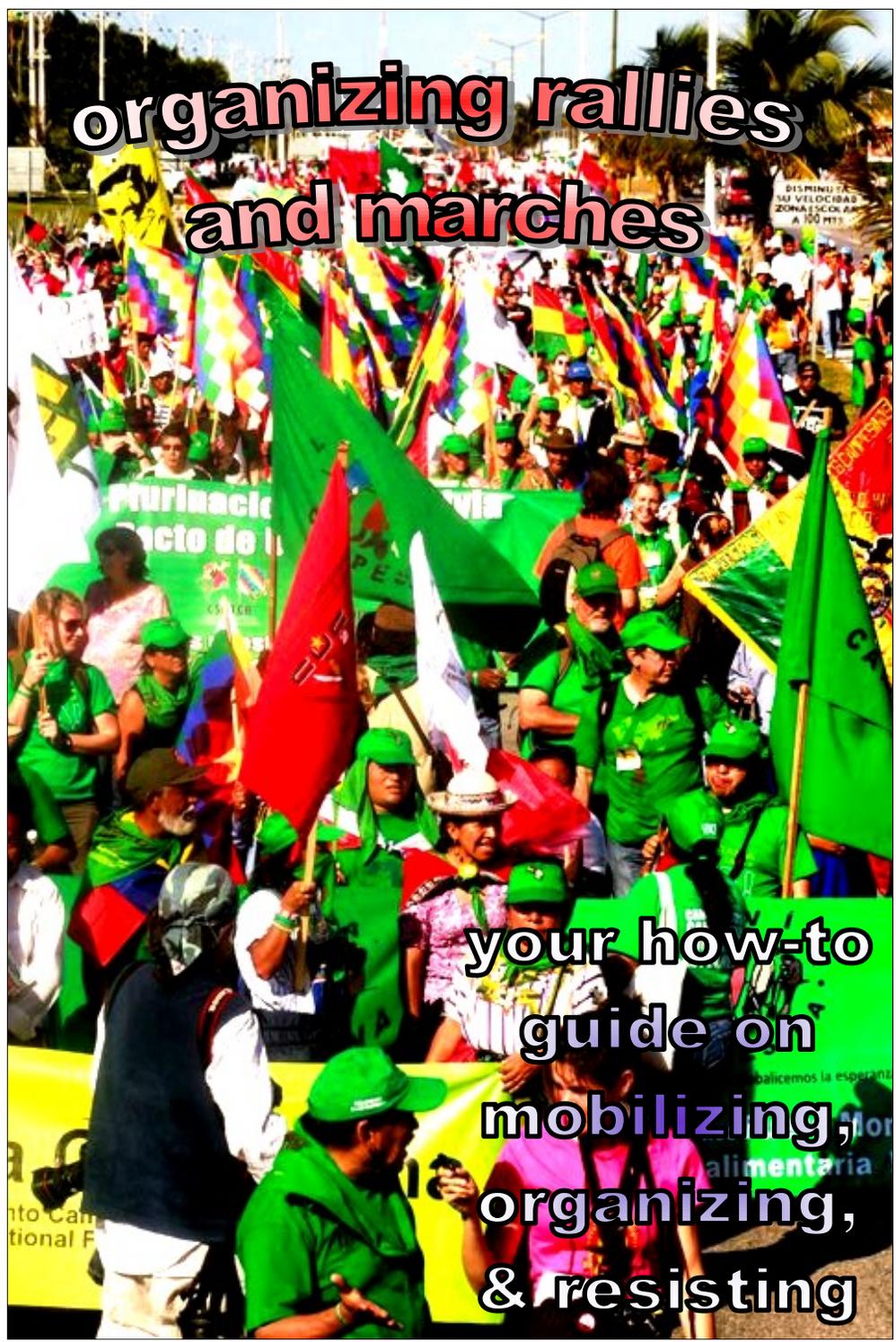
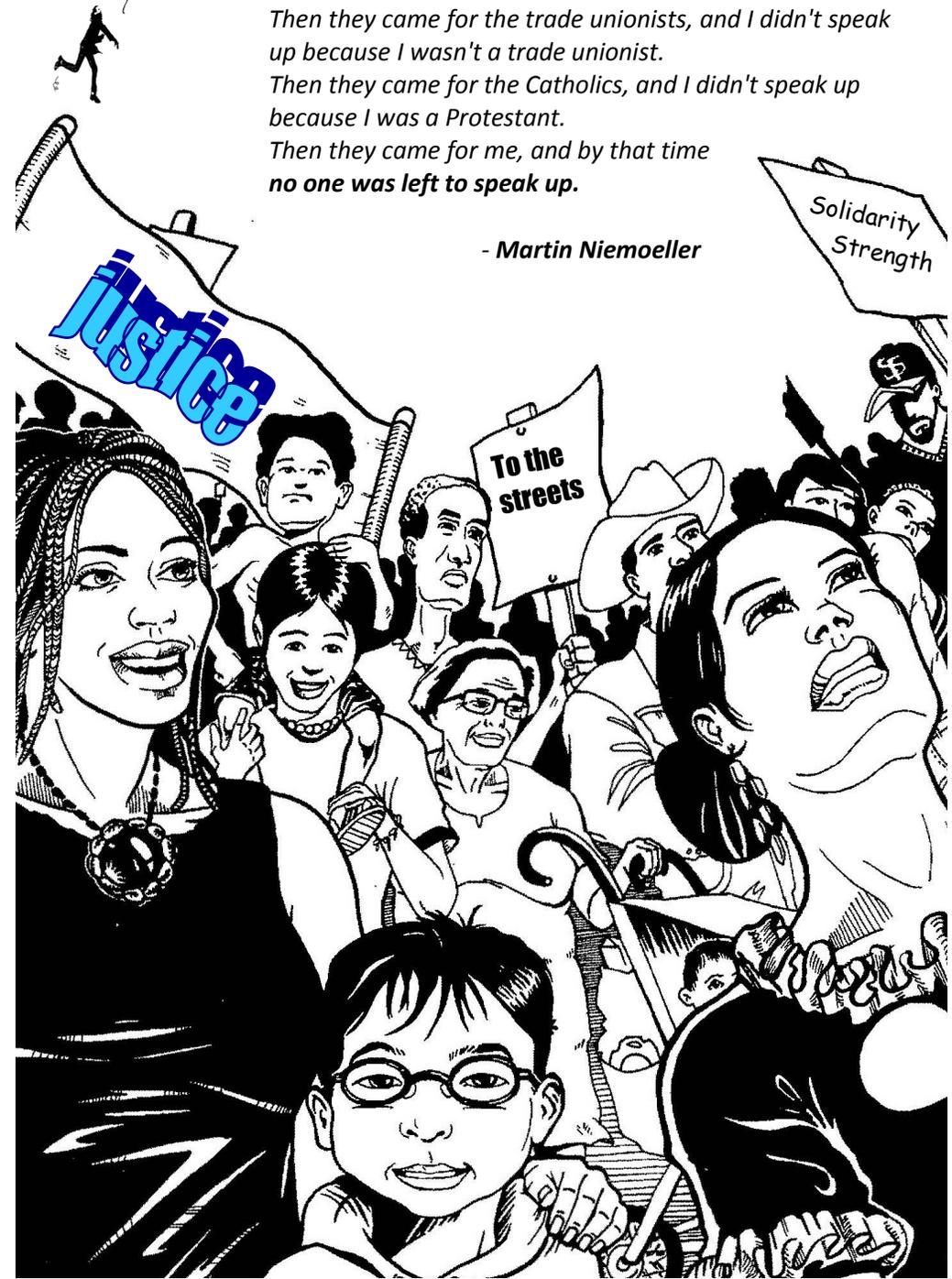


♥ In Germany they came first for the Communists, and I didn't speak up because I wasn't a Communist. Then they came for the Jews, and I didn't speak up because I wasn't a Jew. Then they came for the trade unionists, and I didn't speak up because I wasn't a trade unionist. Then they came for the Catholics, and I didn't speak up because I was a Protestant. Then they came for me, and by that time no one was left to speak up.

- Martin Niemoeller



# organizing rallies and marches

your how-to guide on mobilizing, organizing, & resisting

## what you will find in this zine

This zine goes through the basics of organizing a rally or a march and how to make it big, empowering, and exciting. It is filled with tips and experiences as well as checklists to make organizing these events easy and simple. I try to include as many random tricks-of-the-trade as possible and attempt to include some of the things that other similar zines often overlook. **Mistakes have been made along the way, so hopefully this zine will help you avoid the same mistakes we made—so that you can make new and other exciting mistakes :)** Also, some of the information is more relevant for different communities, organizing/activist cultures, and resources. Take what is relevant and leave what is not.



## what you will not find in this zine (sorry, we're not perfect)

There are a lot of subjects touched on in this zine, but that could actually deserve a zine for themselves. In order to not write a novel and make a simple guide that is easy to follow and accessible, I try to provide other resources that can help you go further into these topics. Effective community organizing, media, art, and other things can make for effective rallies and marches, but there is only so much we will get into them. Other topics such as facebook and twitter have guides that can be found online or can be best figured out by playing around with them. In those cases, I only touch on how these tools are specifically useful to marches/rallies.

## i'm not feeling creative—HELP!

Sometimes we struggle with what messages to put on our banners and placards. Here are some tips to help get you out of your rut.

**Use as few words as you can to get your message across**

**People like alliteration** Example: Shelter, Sanctuary, Status. A campaign to keep immigration enforcement out of violence against women spaces.



**Rhymes are memorable** Examples: "Education, Not Deportation" or "Extraction is Exploitation" (both a rhyme and alliteration)

**Create messages you can use again.** Sometimes it is frustrating to spend lots of time on a banner, to then have your message obsolete

one week later. You may just want to have your organization's/group's name on a banner and then make smaller placards with a particular message. Placards take much less time and effort to make and you don't feel as bad parting with them. Avoid putting dates on banners as well. Ex. A banner that says "Migrant Justice Now, May Day 2010" is not as useful as "Migrant Justice Now" because then it is more appropriate when it is not May Day and when it is not 2010.

**Not enough time?** Don't forget that art does not have to be time consuming or resource intensive. Use what you got. Quick and easy placards are great!



## sound

Fiddling around with our sound system the day of the rally can be incredibly stressful, so let's avoid it. Use the checklist.

## art

Art can show the beauty in our movements, and rallies and marches are an opportunity to display our creativity, ingenuity, and vision more a just world. Art is so incredibly important to relay our message that I am going to refer you to a more thorough guide on art. The *Ruckus Society* created a manual on developing visuals such as banners, flags, t-shirts, puppets, placards and stencils, masks, and more. [http://ruckus.org/downloads/RS\\_ActionVisuals.pdf](http://ruckus.org/downloads/RS_ActionVisuals.pdf) But don't let this guide limit you. Put your message everywhere...on your megaphone?

We often organize 'art days' to which we invite people to come and help. This is another opportunity to outreach, as well as opportunity to have conversations that we may not be able to have at a rally or a march. It also gives people an opportunity to get crafty :) While also making your own, encourage other groups to come and bring the art that they have made. Diversity in our movements for justice is our strength, so let's show it visually!! Does every single flag and placard in the march *have to say Stop Climate Change* or can some say *Save Our Prison Farms*? And be sure to clean up after the rally/march and gather up all your art so that you can use it all again!

### Sound checklist

- Megaphones that work
- Extra batteries for the megaphones (be prepared)
- A sound system (Is it mobile or can you make it mobile)
- Generator (only if your sound system needs to be plugged in)



A float of the Tar Sands Gigaproject. The float was later used at a march for environmental justice. Other flags visible at the march: "No One is Illegal" and "Queer Rights are Human Rights" There were over 500 people. Numbers is power!

### Art checklist

- Banners
- Placards
- A way of carrying these to and from the rally/march
- A place to store these after
- Messages that can be used multiple times
- T-shirts and bandanas

## rallies and marches, what's the point?

Demonstrations and rallies are about utilizing people power to show that there is support for our campaigns and demands. This creates public pressure for our target, can educate our communities, garner support for our issues, and excite the media—which helps create more public pressure, further educate our communities, and garner even more support.

Done well, these actions can have a very positive influence in our communities and can pressure our targets to meet our demands. But when they are not put together well, they may drive people further from our cause. This zine is here to help.

## why we mobilize

Rallies and marches are exciting ways be visible, show a critical mass, and send out your message. They are an opportunity to bring our friends, families, and lovers together to show each other that we are not alone in our fight for social and environmental justice. We show ourselves that our communities have the power to come together for a collective goal. **Rallies and marches show our targets that we are a force to be reckoned with!**

We often look at mobilizations such as rallies, and marches as memorable moments in our fights, struggles, and campaigns—but most of the work happens every single day. It happens the days before the event when we build connections with other communities and talk about how all our struggles are connected. It happens when we build relationships and solidarity that show that we can support each other. It happens every single day at the farmers markets, the community centres, the public parks, and our campuses. When we create these communities every day, we are prepared and have the support we need when the day comes to mobilize and show the resilience and power of our communities.

**Marches and rallies are merely the days that we are all visible in the streets.**



# when do we mobilize?

## some stories and examples of rallies and marches

**Days of action:** Rallies and marches often take place on International Womyn's Day, May 1<sup>st</sup> Movement for Worker's Rights, International Day for Climate Action, International/National Day Against Police Brutality, among others. It is incredibly powerful and motivating when we see mobilizations about the same issues taking place worldwide.

**In response to something outrageous:** SlutWalk! Slut walk was held in Toronto for the first time in April 2011 in response to a police officer who publicly said that to avoid getting raped women should not dress



like sluts. People mobilized in response and demanded that the mainstream message of rape change from *don't get raped* to *don't rape!*

People have also mobilize to pressure decision-makers to make a particular decision, or renege on a particular decision as was the case in England when students mobilized against tuition fees hikes in late 2010, and workers mobilized

in Wisconsin when unions were denied bargaining rights. In Cochabamba, Bolivia, it was large demonstrations in response to privatization of the local water supplies that brought thousands of people to street, and prevented the skyrocketing of water prices.

**To make some noise:** Sometimes we mobilize in order to make some noise. Large mass mobilizations that happen at summits such as the WTO meetings in 1999 (aka Battle in Seattle), the World Bank and IMF demonstrations in Washington, D.C.; or the G8/G20 meetings which take place all over the world. If these large rallies and marches did not happen, then these institutions operate unchallenged without a blink from the public who are deeply affected by their neoliberal agendas. Rallies and demonstrations are a mechanism to show that we are not okay with this.



**On our own terms:** When we organize rallies and marches on our own

## law enforcement

How to deal with law enforcement is always particular to the current political situation in your community. To play it as safe as possible, talk to long-time organizers in your community for advice.

**Permits:** Sometimes people try to get permits to hold demonstrations. In some places you **MUST** get permits to hold demos, particularly if you are using amplified sound or bullhorns. You would need to talk to community (or campus) police or city hall to find out more information and details. You may also need to plan far in advance for this, so be prepared. Permits may take a while.

**Police Liaison:** Designate someone as a police liaison to communicate back and forth between your group (or a group decision-maker if one has been chosen/delegated) and the cops. They should not be identified to the cops as a *leader* or a *decision-maker*, as this can put them in a vulnerable position with the cops. Their main role is to just communicate back and forth between the cops and rally/march organizers. The ways in which cops react to marches/rallies depends greatly on your locale and your community history—so speak to other community activists and more experienced organizers to get the scoop! Bear in mind that this can be a stressful position for folks who have never dealt with law enforcement, so you may want someone with a little more experience or contact some experienced organizers who may be able to provide training.

**Legal Observer:** If you think there may be risk of arrest, you should make arrangements with lawyers prior. Make sure people have the phone number of a lawyer or legal committee (depending on size of your march), and that there are legal observers who are there to make sure that your rights for lawful assembly are upheld. In the US, you can contact the National Lawyers Guild [www.nlg.org](http://www.nlg.org) for more help, and in Canada contact your provincial law union. In Ontario, you can contact the Movement Defence Committee at [movementdefence.org](http://movementdefence.org)

**Marshalls:** Marshalls are good for directing the march/rally and keeping folks who come safe. They can often help control the speed of the march, protect marchers from cars by keeping marchers in particular lanes, or cops (not by fighting off the cops, but rather dissipating hostility). Make sure the marshalls are visible, wearing the same shirts, hats, or something bright. They can also play other roles such as extra vibes checkers and chant leaders.

## vibes checkers

This person's job is to make sure that good vibes are consistent at our rally/march. Many of us can be *vibes checkers* while often filling other roles such as marshalls or MCs.

Some key questions for the vibes checker to ask themselves:

**How long is this rally or march?** Some rallies may only be 1 hour long on a weekday during a lunch hour to attract a ton of folks from their work week. Other marches are multiple hours, some are all day, and some are multiple days! For long rallies/marches, we need to recognize the importance of taking care of each other.

**Food:** Keeping well fed can help boost morale. Providing food and water at rallies/marches will often ensure that people stay, instead of ducking off and getting comfortable at the local falafel joint with their buddies. And come on, when has food not brought people together? Avoid foods that need plates and forks, because you will definitely need to clean these up after. Things like samosas and apples are great!

**Music and chanting:** Music and chanting can bring energy to a crowd and bring strangers together. Print out chant sheets and distribute them. Make clear, fun, and exciting chants. Call and response chants. Chants with actions. Be creative, but you can also be simple.

**Call: When I say shut down, you say tar sands. SHUT DOWN.**

**Response: TAR SANDS! Call: SHUT DOWN Response: TAR SANDS**

**All chant: STOP THE WAR, ON THE POOR! MAKE THE RICH PAY!**

When it comes to music—have fun with it. Know of a radical samba band? Invite them to play. Is the band not available or is your rally so big, that only part of the rally will be able to hear it—then arrange for a stereo system. Are you marching? Have the music playing out of flat bed truck.

**What is the weather going to be like?**

If it is going to be cold, try to indicate that on your callouts by simply saying “dress warm.” You can also ask others organizers, allied groups, etc., to bring extra hats, mitts, and scarves. My friends and I have also provided hot chocolate and tea at winter marches/rallies. If it is going to be really hot, ask folks to bring extra sunscreen and lots of water.



terms, we are bringing together our people and new people and building our movements. For the past six years, No One Is Illegal-Toronto organizes a march for Status for All! where they demand justice for migrants and freedom for refugees. This is done on the terms of those fighting for migrant justice in Toronto. They march where they organize, not to the sites and locales of politicians. Their target is their movement.



Before you carry on organizing a march or rally, it may be worth asking a key question.

### Is a rally or a march strategic?

**What is your goal?**

**Who is your target?**

**Do you have the capacity to organize a good rally/march?**

**Is a rally or a march the best thing to do, or are there other things you could do?**

Remember that there are tons of other things you can do depending on you goal and state of your campaign. Sometimes panel discussions, teach-ins, vigils, movie screenings, or community dinners may be more appropriate.

For other ideas, check out the RANT collective's 198 Methods of Non-Violent Protest and Persuasion: <http://www.rantcollective.net/article.php?id=14>

### Roles for the event

- |  |  |
|--|--|
| <input type="checkbox"/> MC                            | <input type="checkbox"/> Police Liaison      |
| <input type="checkbox"/> Marshalls                     | <input type="checkbox"/> Accessibility       |
| <input type="checkbox"/> Vibes checkers                | <input type="checkbox"/> Food/water          |
| <input type="checkbox"/> Art team                      | <input type="checkbox"/> Chant leaders       |
| <input type="checkbox"/> Spokes folks                  | <input type="checkbox"/> Sound and equipment |
| <input type="checkbox"/> Media wrangler/liaison        | <input type="checkbox"/> Medics              |
| <input type="checkbox"/> Photographer/<br>videographer | <input type="checkbox"/> Media               |
|  | <input type="checkbox"/> Promotion           |

# outreach

We always hope that everyone is as passionate about the same things we are, and that this passion is great enough to bring them to our events and get them out on the streets. But let's take a moment to ask ourselves why would other people be so interested in the events we organize if we do not show interest in the events *they* organize? So...let's go to people's events! Head to events organized by people you do not know. Make new relationships.

## Make unlikely alliances.

Find out what different groups in your community are organizing and try to go to some of them. Contact the organizers before the event and ask if you can make a brief announcement. An advantage of heading to events organized by other people is that you now have access to *their* networks as well! If you can, show up at the event early and introduce yourself. Plan to stay late and chat with the organizers and others if possible.

## Outreach is an ongoing activity that your group, collective, or organization can be doing to build your base of support.

This becomes increasingly relevant when we have an event coming up because then we avoid scrambling to find out who our allies are and who will be there to support us. We know which other groups will forward on our emails and help us poster. We know who will tell their friends and who we will see on the streets. When we have to quickly react to something that has happened—a

deportation, a shady law being introduced into parliament, cuts to our shelter system, a closing of a school or a hospital—we have the connections and relationships to help us mobilize.



sharing our stories, and if we are faced with a situation in which those who are most impacted by an issue are not able to be there or speak publicly, it may be worth acknowledging a number of things:

- \* That you are there in solidarity with a particular struggle
- \* That you are not trying to co-opt any story or any struggle
- \* The challenges and barriers that are preventing certain communities from being there.

We never want to tokenize people. If you are scrambling last minute to find a woman to speak at your Women's Day Rally, then maybe another question needs to be asked: *why are we not actively organizing with women and taking leadership from women who are leading a movement for equality?* This takes us back to organizing and our ongoing outreach.



If our ongoing outreach and organizing is reflective of the change we want to see in the world, then so too shall be our rallies, marches, and other events. If we want to see women, Indigenous people, people of colour, disAbled people, poor people, queer people, and people from other marginalized groups taking leadership positions and speaking their minds, our ongoing organizing should be accessible to all these groups. That way, having these people on the microphone is not tokenizing as much as it is

listening to these powerful people mobilize others in demanding dignity and respect.

But anti-oppression is not easy and two pages in this zine will not make us the most egalitarian and inclusive rally/march organizers.

## There is so much to learn, and so much to unlearn.

Some useful resources on anti-oppression, power, and privilege:

<http://syc-cjs.org/anti-oppression/enviro-justice>

<http://joshuakahnruessell.wordpress.com/resources-for-activists-and-organizers/>



# who has the megaphone?

## anti-oppression in rallies and marches

There are some very visible roles in rallies—speakers, chant leaders, and your Master(s) of Ceremonies (MCs). With their visibility comes the quotes/messages, the photo opportunities, and also...the face of our movements and our resistance.



### Oppression can only survive through silence

-Carmen de Monteflores



So if we are fighting power and oppression, who is breaking the silence? We should always ask ourselves, 'who has the megaphone'? Who has the opportunity and power to amplify struggles' messages? And whose story and message is being told?

At a march/rally to end violence against women, maybe a woman and a survivor of violence should hold the megaphone? At a march/rally for indigenous sovereignty, someone who is indigenous to the land could hold the megaphone? At a march/rally about environmental justice, maybe someone who is having toxins dumped in their local water supply holding the megaphone? At a march/rally about migrant justice, maybe someone who has faced repressive immigration policies should be holding the megaphone?

### Are people speaking for themselves or being spoken for?

Who is the voice on the megaphone? Who is the quote in our press release? Whose story is being told? *But wait a minute, these questions are not always easy to answer...*

Having faced violence and injustice can be an incredibly traumatic experience and are not easy things to talk about—let alone over a microphone around many strangers. Then what do we do? It is important to be supportive of one another when



## promotion

In this case, we will differentiate between outreach and promotion. Outreach is what we should be doing everyday as part of our campaigns in order to make promotion easier. Promotion, however, is what we do to get the word out about a particular event.



## tips

- Posters:** Posters are meant to be eye catching and to make someone stop on the side of the street to see what is up, so...
- \* Make it jazzy and exciting-looking with cool images and bright colours
  - \* Double and triple check for spelling and grammar mistakes
  - \* Avoid a ton of words. If people want to know more, they can be referred to a website or contact you.
  - \* Don't forget the key things on your poster: what, where, when, why, and how to get more information (website, email address, or phone number)
  - \* Make the language accessible. Avoid big words and you can put multiple languages on a poster or do the same poster in different languages if that is appropriate for your rally/march
  - \* Shrink your poster for easy hand-outs and flyers (you can also double side your flyers with an image of the poster on one side, and more information, or an ad for another event on the back)
  - \* Put them everywhere, on campuses, at libraries, on telephone polls, in your window. If you see a flat surface, you have a place for a poster!

### Promotion and Outreach Checklist

- Posters (in multiple formats)
- Email Callouts
- Facebook Event Page
- Web page
- Handbills/Flyers

**JUSTICE FOR OUR COMMUNITIES!**  
NO TO THE G8/20! YES TO TAKING BACK OUR CITY!

June 25, 2010  
2:30 PM  
Allan Gardens  
(corner of Carlton St. & Sherbourne St.)

Rally, March, Quick Party and "Get City"  
Wheelchair access van:  
SE corner Dundas & Yonge  
2:00 PM

**Toronto Community Day 6/25**  
**of ACTION**

Our demands:  
25june.wordpress.com  
or call 416.925.6939

For other events and actions opposing the G8/G20 Summits, visit <http://g20.torontomobilize.org>

**6th ANNUAL MAY DAY OF ACTION**

**MARCH FOR STATUS FOR ALL**

**JUSTICE FOR IMMIGRANTS, FREEDOM FOR REFUGEES**

International Worker's Day  
**MAY 1st**  
1pm  
Queen St. & Jameson St.  
(near Parkdale Collegiate)

[www.nooneisillegal.org](http://www.nooneisillegal.org)

Environmental Justice Toronto presents...

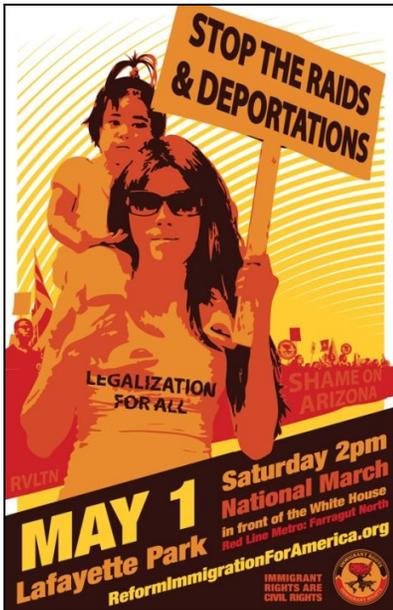
**Shaking Up the Financial District:**  
Celebrating Community Sovereignty and Environmental Justice in Toronto

**DEFEND THE LAND**

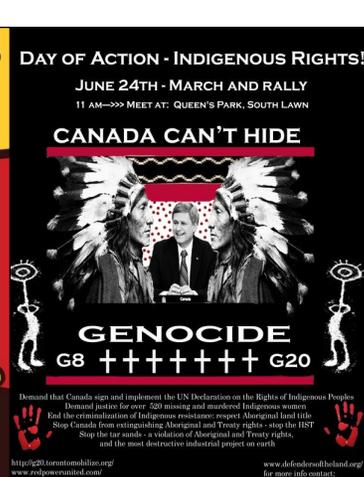
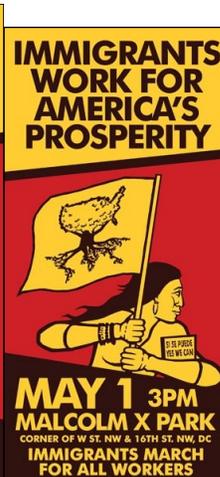
*Think climate change is a problem? Think tar sands are unacceptable? Tired of false solutions and undemocratic policy from government and industry?*

**Join us:**  
Dec. 7th at Nathan Phillips Square, 4pm

Please bring pots and pans for making noise and please dress up creatively to help rock the party!



Some of these poster are more clear than that there is a march or rally happening. Some may have more than one language or may be in a particular language. We have a lot going on, while others are a little more simple.



Ask yourself what is best for you, your networks, and those you want to see in the streets.

**Flickr:** Flickr is great for posting and sharing photos online. Also, if you put your photos on Flickr, someone can share them using twitter.

**Twitter:** Twitter is great, especially in marches, and can be quite important when it comes to safety, numbers, and communication. We have used twitter to tell mass amounts of people if a march has been re-routed and how they can join, or if it is not safe to go in a particular direction, or where fun and exciting things may be happening. Also, the mainstream media follow twitter closely. I have had media cover a rally/march after seeing something that was tweeted (while they ignored the press releases).

After you make a twitter account (be it a twitter account for your group/organization or specifically for the rally), encourage people to follow you. It may also be useful to announce at the beginning of the march what your twitter account is and how people can sign up to get tweets. To be extra prepared, you could even announce it on your website or email callouts.



**Video:** Take videos and post them on either vimeo and youtube, but try to edit them so that the most exciting parts are included. This may include the beginning of a march, speakers, and chanting. You probably do not need to post a bunch of people walking—but if you do want to do that, try putting it in fast motion with catchy music in the background. This way you can depict the large scale of your rally/march.

### Street medics

It is always useful to have a skilled street medic around. Sometimes, it may not be an issue, but at larger mass demonstrations when law enforcement use tear gas and other less lethal weapons, it becomes more important. They can help wash out people's eyes and get people out and back into safe situations. Assess if arranging for street medics is necessary. Check out [http://medic.wikia.com/wiki/Main\\_Page](http://medic.wikia.com/wiki/Main_Page) for more information.

### Accessibility

Ask yourself how accessible your rally/march is. I have been at rallies/marches that went so fast that they were only accessible to able-bodied people who could run. Is your rally/march going in doors? Is their ASL translation? If you do not organize around disAbility rights, speaking to people who work on these issues could be incredibly valuable and provide insight for making sure that all people can come to your rally/march.

## Social Media Checklist

- Blogs/facebook notes which are ready to go
- Twitter account/Hash tags
- Flickr account to upload all of your photos and make them go viral
- Youtube account to upload your videos to make them go viral

## social media

Social media is for socializing. While we may often use facebook, twitter, flickr, blogs, and other sorts of social media as platforms to advertise, we can also use them as platforms to interact.

Feel free to write blogs encouraging people to comment. Respond to the comments. Respond to other folks' blogs.

While we do not want to go heavily into using social media or give a *Social Media 101*, we will give some thoughts as to how we can use these mediums in organizing a rally. *Disclaimer:* if you are not familiar with any of these social media platforms, you may be confused by what I am saying. Sign up for an account, and experiment!

We also want to highlight that while these are useful tools for rallies/marches, the power of our rallies/marches does not come from social media. It comes from us and our communities, and our ability to organize and mobilize collectively. **We can talk on and on about how social media started the Egyptian revolution, but the reality is that it was a human struggle for better and freer communities—social media was just a tool.**

**Facebook:** Again, I will avoid  a *Facebook 101* (because there is so much information about the ins and outs), but I will say that it is a great tool to use if you know a lot of people with facebook and have a lot of 'friends'

- \* Post the rally/march as an event and invite your friends
- \* Change your status to talk about how excited you are for the upcoming rallies
- \* Change your profile picture to the poster of your rally/march
- \* Post the event to your friends' facebook pages
- \* Write notes about why you are organizing this rally/march and why you think it is important. You can then "tag" your friends so that it shows up on their pages and can go viral (I will often post my 'notes' as blogs as well).

## promotion tips, continued...

**Email callout:** You can generally put more information in an email than in your posters. That being said, long and daunting emails can definitely lead to people pressing the delete button instead of the forward button. So...

- \* Make the what, where, when, and why as clear as possible
- \* Feel free to use headings such as "Background" to give more information
- \* Type "please forward widely" at the top as a simple little reminder

**Facebook page:** This can be almost the same as your email callout. I will often make the mobilization's poster the image of the event. Invite all your friends on facebook and post the event page far and wide.

**Pre-existing event listings and boards:** People often already look to these places for events in their community. Just think of listings that exist: local listserves, PIRGs (Public Interest Research Groups), and community boards in churches, newspapers and magazines, etc.

**Create a buzz!** Make the callouts viral so that people talk about it. Get your posters and flyers everywhere so people recognize it. Word of mouth is such an effective way to communicate because it is so personal and gives people an opportunity to be personally engaged in the issue if they otherwise were not. "Hey buddy, did you hear about that rally next week? I have been seeing posters about it everywhere!" Put posters everywhere, send out tons of emails, invite tons of your friends on facebook, tweet about it, and start blogging. Get the media to know what is up and send out press advisories. Get your friends to know about it and start talking to them.

**Be creative:** Often, we will promote events the ways we are most comfortable. If we tend to get our information online, we will often put more effort into online promotion. Or if we always see posters at the local café, then we will likely put posters in the local café first—but. **when we expand our horizons and advertise in different ways, we have a larger chance of reaching new people!**

## Traditional Media Checklist

- Media Advisory
- Press release
- Talking points
- Media list (emails and phone numbers)
- A phone that works
- Camera and Video
- Spokesperson

## traditional media

What *are* the things on this list?

**Media Advisories:** A Media Advisory tells writers about an event in the future. It's an invitation. Advisories answer who, what, where, when, and why; and they answer these questions concisely—that is why reporters and newspaper editors LOVE them. You can send these a few days before the event and call a few reporters to follow up. Ask them if they got the media advisory, and I like to end the call with “see you there.” Reporters get tons of emails a day, but its difficult to delete a phone call.

**Press Releases:** Press releases are sent much closer to the event. For rallies and marches, I sometimes send the release just after the event begins with a photo attached (you can get someone to run a photo to a computer). Given that journalists are notoriously lazy, they may just use your press release and image and print it!

**Talking points:** Talking points are super useful, and you may as well send these out to all organizers of the rally or march because you never know who the media are going to ask for a quote. It also gives everyone a final opportunity to ensure that everyone is on the same page. For more thorough information on how to develop your media advisories, press releases, talking points, and stories, visit SmartMeme's website at [smartmeme.com](http://smartmeme.com). They provide resources to help frame your messages and to tell your stories.

For examples of advisories and releases: [torontomobilize.org/media](http://torontomobilize.org/media)

**Spokesperson:** You should always have a spokesperson who is ready to speak to media. Speaking to media can catch you off guard and can be much more intimidating than just speaking to your friends about a particular issue. Make you spokesperson accessible and available during the rally or march, and make sure they have practiced and feel comfortable with speaking. Often it is also this person who is quoted in your releases. You may also have a media liaison as a point person for media. This person can direct media to the spokesperson and give them a press kit with a Media Advisory, a Press Release, and any background information.

## media, continued...

**Media lists:** A media list is a list of editors, reporters, journalists, and media outlets. I keep my media list in an excel file that has reporters names, associated media outlet (if any), email address, phone number, other notes, and date added or updated. Developing a media list from scratch aint easy. Try contacting local alternative media sources, activist groups, non-profits, or other allies to see if they already have a media list and are willint to share. For more information visit: <http://www.arts.state.tx.us/news/media101/list.asp>

Alternatively, you can purchase a newswire, which means that you can have your press release sent out for you. The cost depends on the number of words and the number of media outlets you want to reach. Visit [newswire.ca](http://newswire.ca) for more information.

**A phone that works:** Sometimes we have a cell phone in our hands, but it just doesn't work. There may not be reception, it may not be charged, we may not have paid our last bill, or the pay-as-you-go ran out. Make sure you check these things before the march or rally. Not only may you miss an opportunity for media, but it also becomes difficult communicating with your fellow march/rally organizers.

**Camera and video:** This will help you document your awesome event and make it go viral after it happened. Document! Document! This keeps the excitement going since people can pass it on.

**Radio:** Don't forget to get a hold of radio stations especially local, community, and campus radio. These folks are often overlooked.

*Random tip from a Lefty journalist:* A friend of mine who is an independent journalist told me that police are not allowed to open mail that is not addressed to them. So what he does if a cop tries to grab his camera from him, he will quickly put his memory card in a self-addressed, stamped envelope. That way, the cops cannot delete any audio, video, or photos that you have just taken.

